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ABSTRACT

A study was conducted in the the Peralta Community College District (PCCD) to determine how high school seniors, current PCCD students, community residents, and PCCD part-time students perceived their educational needs. Surveys were conducted to gather information regarding: (1) high school seniors' educational plans upon graduation from high school, future career plans, name recognition of the PCCD and its colleges, media influences, and demographic characteristics; (2) current PCCD students' evaluation of the PCCD colleges, evaluation of instructional programs and support services, enrollment status, and demographic characteristics; (3) community residents' ability to recognize the names of the PCCD, its colleges, and other east bay colleges; evaluation of the PCCD colleges and other east bay colleges; future plans for enrolling in the PCCD; college subject interests; media influences; and demographic characteristics; and (4) part-time students' scheduling and class location preferences, reasons for enrolling in an additional class, subject area interests, and demographic characteristics. The study report includes the instruments and results for all four surveys, along with with details on each survey's background, method, and sample designs. (EJV)

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ACKNOWLEDGEMENTS

I would like to express my gratitude for the support I received from several people without whom the completion of this project would not have been possible.

Special appreciation is extended to Ms. Joy Weiner who was the principal researcher on this project. Her tireless effort was the primary reason for the completion of all tasks associated with this study.

Also, I would like to thank the staff of the Office of Marketing. Their "never say no" attitude opened doors at the high schools which would not have been opened otherwise.

The staff of the high schools in our district are to be commended for their belief that this project was the right thing to do. We will continue to work with them in an effort to serve "our students".

I would also like to thank the college deans, presidents and teachers at the Peralta colleges who coordinated the distribution and collection of the current student questionnaires. Their organized efforts helped my office analyze the returns in a timely manner.

Finally, I would like to extend my appreciation to former Vice Chancellor Donald B. Berz. His commitment to informed decision-making is what prompted this effort.

McKinley Williams
Director,
Research, Planning and Development

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HIGHLIGHTS

* Class scheduling should pay particular attention to the demand for evening and Saturday courses. Evening and Saturday courses were highly desired by the community and current part-time student respondents.

* A large number of both the community and potential students are working or will be working while attending college.

* The name recognition of the Peralta colleges was adequate; however community colleges in neighboring areas were also recognized and were sometimes associated as part of the Peralta Community College District.

* The part-time student sample and high school senior sample expressed a great interest in business and computer information systems course offerings; the community sample displayed an affinity for more liberal arts courses.

* The majority of the community and PCCD current student respondents were, at the least, satisfied with the job the Peralta colleges are doing to meet their educational needs.

* A four-year degree objective for enrolling in classes at the Peralta colleges was indicated most frequently by high school senior and current PCCD student respondents for enrolling in classes at the Peralta colleges. Community respondents were mostly interested in taking classes for personal growth, while part-time student respondents were interested in upgrading their job skills.

* As a result of the responses made by PCCD current students regarding their educational needs, a closer examination of course offerings and course demands may be needed.

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A DISTRICTWIDE NEEDS ASSESSMENT

The Office of Research, Planning and Development has completed its study of how high school seniors, current PCCD students and community residents perceived their educational needs. Needs Assessment surveys were conducted separately among the three target populations during the months of January through June 1987.

In addition to the three major surveys mentioned above, a brief survey of current PCCD part-time students who were enrolled in the spring term was taken in the summer of 1987. The results are included in this combined report of survey studies.

The research objectives of each of the surveys were to obtain information in the following areas:

HIGH SCHOOL SENIORS

- o Educational plans upon graduation from high school
- o Future career plans
- o Name recognition of PCCD and its colleges
- o Media influences
- o Demographic characteristics

CURRENT PCCD STUDENTS

- o Performance evaluation of Peralta colleges
- o Performance evaluation of instructional programs and support services
- o Enrollment status
- o Demographic characteristics

COMMUNITY RESIDENTS

- o Name recognition of PCCD and its colleges
- o Name recognition of other east bay colleges
- o Performance evaluation of Peralta colleges and other east bay community colleges
- o Future Peralta colleges enrollment plans
- o College subject area interests
- o Media influences
- o Demographic characteristics

CURRENT PCCD PART-TIME STUDENTS

- o Scheduling preferences
- o Class location preferences
- o Reasons to enroll in an additional class
- o Subject area interests
- o Demographic characteristics

Presented herein is a compilation of the results of the four surveys. Details on each survey's background, method and sample designs were provided for each of the surveys.

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PART II	NORTHERN ALAMEDA COUNTY: COMMUNITY SURVEY
PART III	PERALTA COLLEGES: CURRENT STUDENT SURVEY
PART IV	PERALTA COLLEGES: PART-TIME STUDENT SURVEY

PART I Northern Alameda County High Schools: Senior Survey

Northern Alameda County High Schools: Senior Survey

Prepared by:

OFFICE OF RESEARCH, PLANNING & DEVELOPMENT
Peralta Community College District, Oakland, California 94606

ACKNOWLEDGEMENTS

The Peralta Community College District wishes to express its sincere appreciation to all who have helped in the preparation of this report.

This report is the product of the cooperative efforts of the administration and staff of the high schools who participated in the survey.

Particular acknowledgement is due to the Office of Marketing for their tireless dedication and commitment to this project from start to finish.

And, finally, special thanks go to the staff of the Office of Research, Planning and Development for making sense of the data and producing the results contained herein.

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QUESTIONNAIRE

HIGHLIGHTS

* Questionnaires were returned by over one-third (36%) of the 1987 graduating senior classes of Oakland, Berkeley, Alameda, Albany and Piedmont . that participated in the survey.

* Almost half (48%) of the respondents plan to work part-time while attending school full-time within the first year upon graduation from high school.

* Only eight percent of the graduating seniors indicated that they were not at all likely to pursue any further education in the Fall of 1987.

* Fifty-eight percent of those with plans indicated interest in attending four-year colleges while 31% had plans to attend 2-year junior or community colleges.

* Among the California colleges mentioned, UC Berkeley was the leading choice.

* "Business/business administration/management" was the most popular major among the respondents.

* "Need a degree or certificate" was the reason considered most important for selecting a college.

* Seventy-six percent of the graduating seniors have heard of the Peralta Community College District and over half (53%) knew the names of the Peralta colleges.

* Laney was the most known Peralta college. Chabot was among the top five colleges perceived as a Peralta college.

BACKGROUND AND METHODOLOGY

* This report summarizes the results of a survey conducted among the 1987 high school graduating classes in Northern Alameda County which comprises the geographical boundary of the Peralta Community College District.

* The purpose of the survey is to provide information about the students in the following areas:

    - o Educational plans
    - o Career objectives
    - o Knowledge of PCCD and its colleges
    - o Media influences
    - o Demographics

* The high schools which participated in the survey were Oakland High, Skyline, Castlemont, Fremont, Oakland Technical, Bishop O'Dowd, McClymonds, Piedmont, Albany, St. Mary's, Berkeley, Alameda and Encinal.

* In all schools except Berkeley High, questionnaires were distributed to students in government or English classes and monitored by their respective instructors or PCCD's marketing director and assistant. At Berkeley High School, the vice-principal took full responsibility of the distribution and supervision of the survey.

* In all schools except Encinal and Skyline, questionnaires were distributed, returned, and tabulated during the months of January and February 1987. Preliminary analysis resulted in additional questionnaires for Skyline and first-time questionnaires for Encinal to be distributed and processed in April and May 1987.

* The analysis was prepared by the Office of Research, Planning and Development, Peralta Community College District, Oakland.

RETURNS

* Questionnaires were returned by over one-third (36%) of the graduating senior classes surveyed by PCCD.

* Return rates were 92% in St. Mary's followed by 79% in Piedmont. The lowest return rates were among the larger schools with only a 13% return rate from Berkeley and 20% return rates from both Oakland High and Skyline. Albany, with 190 graduates, had a return rate of only 12%.

	TOTAL	OHS	SKY-LINE	CASTLE-MONT	FREMONT	OAKLAND TECH	BISHOP	MCCLY-MONDS	PIED-MONT	ALBANY	ST. MARY'S	BERKE-LEY	ALA-MEDA	ENCINAL
TOTAL GRADUATING CLASS	4165	600	640	275	319	250	235	155	175	190	104	621	357	244
GRADUATES RESPONDING	1488	118	125	97	101	190	106	53	139	23	96	78	190	172
PERCENT RETURNED	36	20	20	35	32	76	45	34	79	12	92	13	53	71

SCHOOL ATTENDANCE AND EMPLOYMENT STATUS

* The majority (48%) of the respondents plan to attend school full time in the Fall while working part time. Twenty percent indicated that they plan to attend full time with no plans to work.

* Graduates of St. Mary's had the highest percentage (65%) of full time attendance and part time employment plans. Berkeley (46%) and Piedmont (45%) had the highest percentages of school-only plans. By contrast, Castlemont (4%) and McClymonds (6%) had the lowest levels of school-only plans.

* A relatively high percentage of students with military plans was noted at McClymonds (16%) and Castlemont (13%).

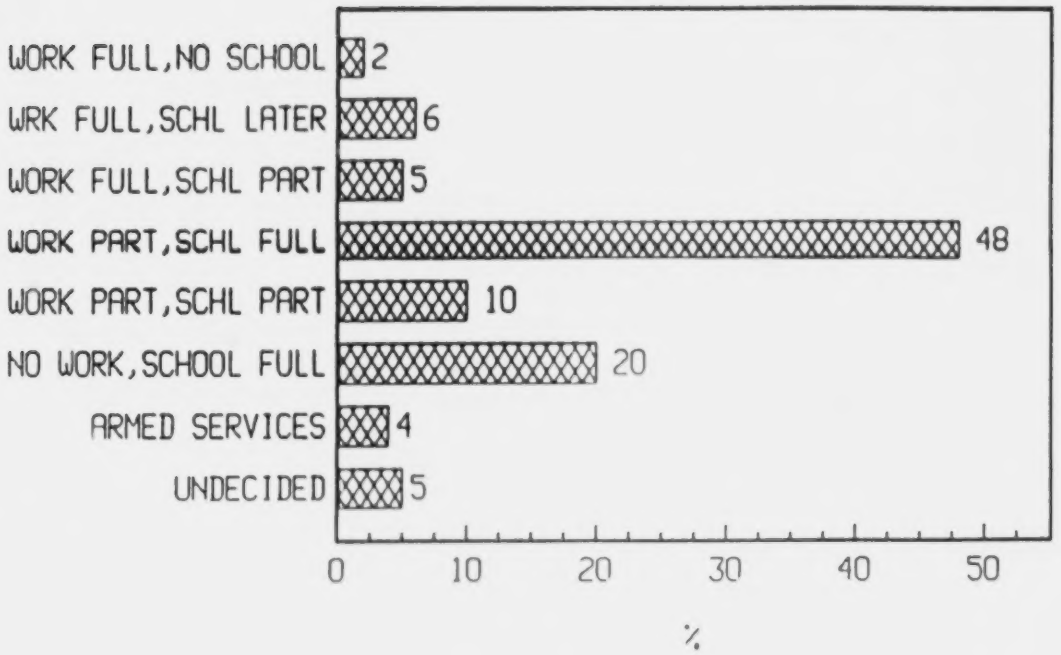
(FALL SCHOOL/EMPLOYMENT PLANS)	TOTAL %	OHS %	SKY-LINE %	CAS-TLE-MONT %	FRE-MONT %	OAK-LAND TECH %	BISHOP %	MCCLY-MONDS %	PIED-MONT %	ALBANY %	ST. MARY'S %	BERKE-LEY %	ALA-MEDA %	ENCI-NAL %
WORK FULL TIME, NO SCHOOL	2	2	0	5	4	2	1	12	1	4	2	0	2	1
WORK FULL TIME, SCHOOL LATER	6	12	4	13	8	5	2	14	1	0	2	3	3	11
WORK FULL TIME, SCHOOL PART TIME	5	7	3	11	10	6	3	8	3	4	1	0	3	8
WORK PART TIME, SCHOOL FULL TIME	48	50	55	33	43	44	64	29	37	48	65	41	57	46
WORK PART TIME, SCHOOL PART TIME	10	10	10	11	12	18	5	12	5	0	2	4	10	11
NO WORK, SCHOOL FULL TIME	20	13	21	4	7	10	24	6	45	35	24	46	19	16
ARMED SERVICES	4	1	3	13	4	6	0	16	2	4	2	1	1	5
UNDECIDED	5	5	3	8	11	7	1	4	6	4	1	5	5	3

GENERAL IMPLICATIONS

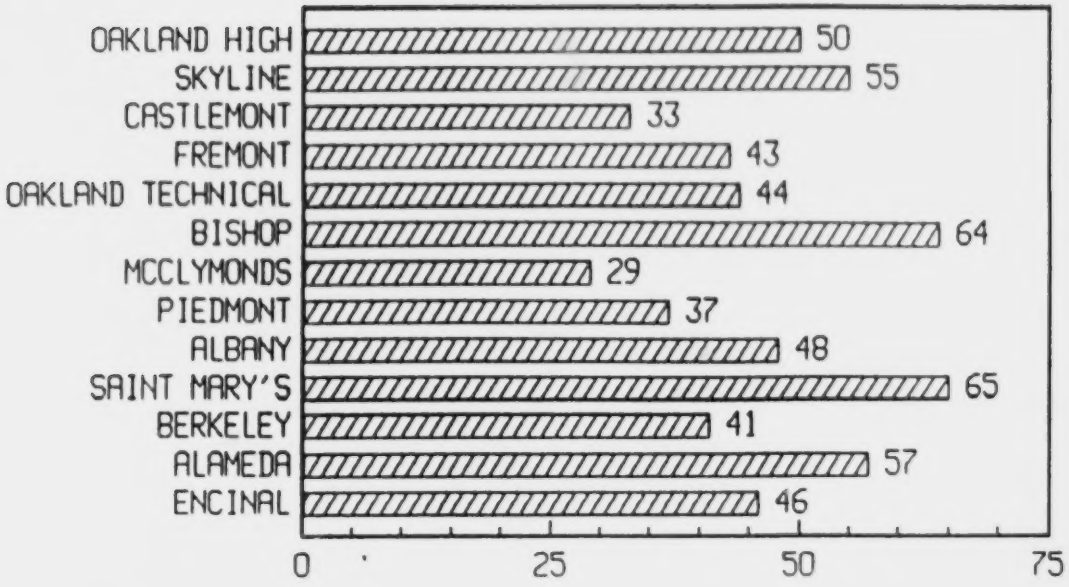
* Because most students plan to work while attending school, recruitment efforts should be designed to emphasize financial aid availability as well as the low cost of a community college education.

* Peralta's promotional activities at McClymonds and Castlemont may require a competitive strategy to offset the influence of the ROTC program in persuading many of the seniors to enter the armed services upon graduation.

SCHOOL ATTENDANCE AND EMPLOYMENT STATUS



WORK PART TIME, ATTEND SCHOOL FULL TIME



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LIKELIHOOD OF FALL SCHOOL PLANS

* Sixty-nine percent of the graduates indicated that they were very likely to attend college Fall 1987. The highest incidence of Fall school plans was at Bishop (90%), St. Mary's (86%), Berkeley (86%), and Piedmont (85%).

* The highest incidence of those who were not at all likely to attend college Fall 1987 was at McClymonds (28%) and Castlemont (21%).

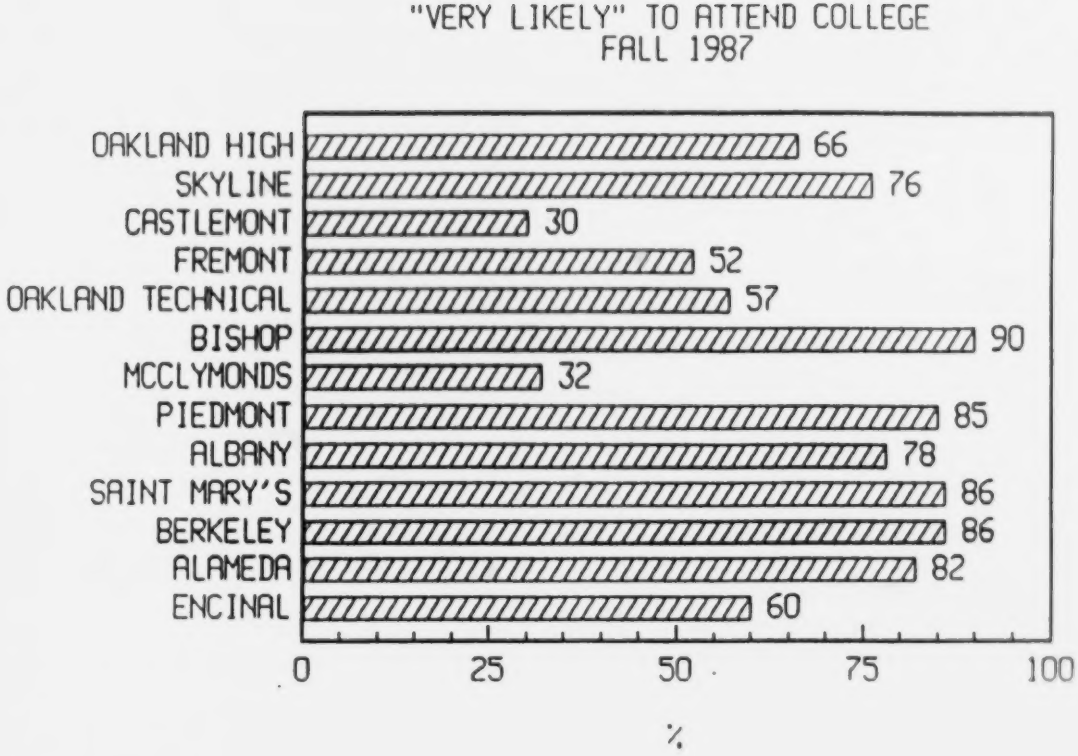
(LIKELIHOOD FALL PLANS)	TOTAL %	OHS %	SKY-LINE %	CASTLE-MONT %	FREMONT %	OAKLAND TECH %	BISHOP %	MCCLY-MONDS %	PIED-MONT %	ALBANY %	ST. MARY'S %	BERKE-LEY %	ALA-MEDA %	ENCINAL %
VERY LIKELY	69	66	76	30	52	57	90	32	85	78	86	86	82	60
SOMEWHAT LIKELY	23	24	22	50	39	35	8	40	10	9	10	10	13	29
NOT LIKELY AT ALL	8	10	2	21	9	8	2	28	5	13	4	4	5	12

GENERAL IMPLICATIONS

* Strategies to promote the Peralta colleges may need to distinguish between the student populations with high and low degrees of college plans in their futures. The students with plans to attend college may need to be informed about the "community college alternative" and all its benefits. Students with no plans to attend college may need to learn about the numerous career and educational opportunities available in the Peralta colleges.

* If seven out of ten graduating seniors feel they are very likely to attend college, then Peralta's potential share of the market should be significant.

* Efforts should be made to increase the awareness of higher education opportunities to students enrolled at McClymonds and Castlemont.


"VERY LIKELY" TO ATTEND COLLEGE
FALL 1987
OAKLAND HIGH 66
SKYLINE 76
CASTLEMONT 30
FREMONT 52
OAKLAND TECHNICAL 57
BISHOP 90
MCCLYMONDS 32
PIEDMONT 85
ALBANY 78
SAINT MARY'S 86
BERKELEY 86
ALAMEDA 82
ENCINAL 60
0
25
50
75
100
%

TYPE OF SCHOOL PLAN TO ATTEND

* Fifty-eight percent of the graduates who plan to attend school in Fall 1987 indicated that they would be attending a 4-year school. Berkeley (89%) and Bishop (86%) had the highest incidence of plans to attend 4-year schools.

* Plans to attend a 2-year junior or community college were mentioned by almost one-third (31%) of those planning to attend school in Fall 1987. These schools were particularly popular with Castlemont (61%), Oakland Technical (45%) and Encinal (45%).

* The highest incidence of transfer plans was at Fremont (11%) followed closely by Oakland Technical (10%).

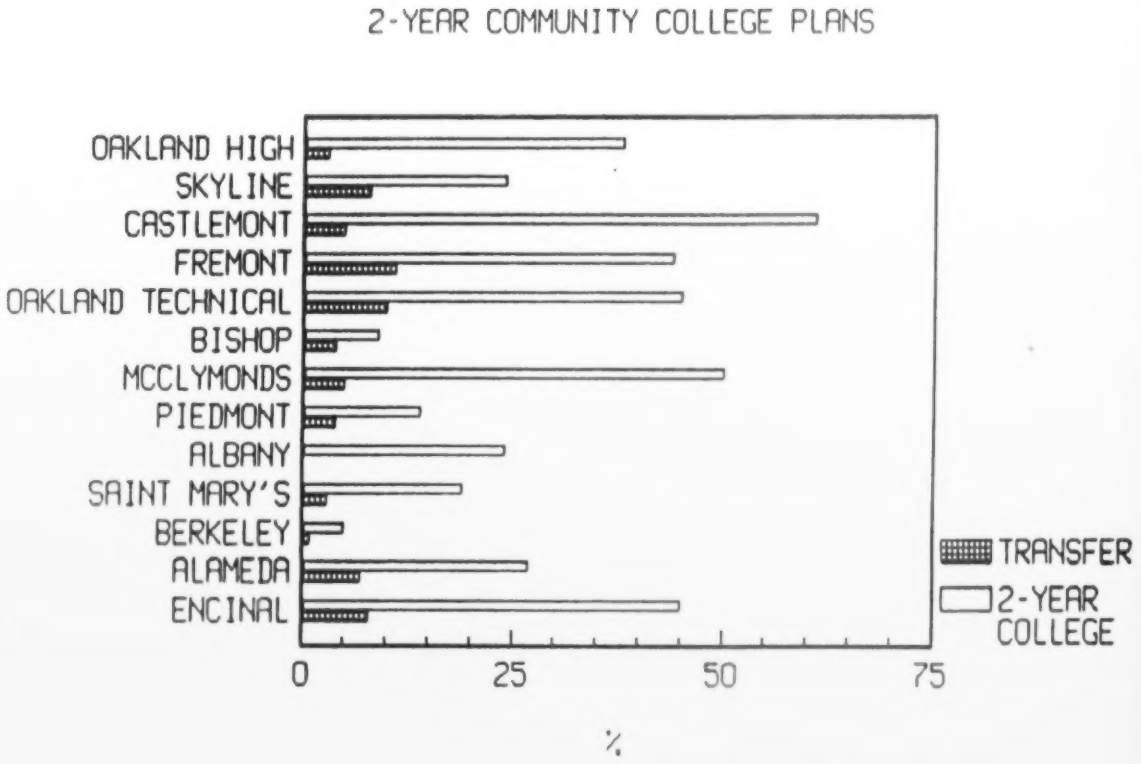
(SCHOOL IN FALL PLANS)	TOTAL %	OHS %	SKY-LINE %	CASTLE-MONT %	FREMONT %	OAKLAND TECH %	BISHOP %	MCCLY-MONDS %	PIED-MONT %	ALBANY %	ST. MARY'S %	BERKE-LEY %	ALA-MEDA %	ENCINAL %
COLLEGE/UNIVERSITY (4 YEAR SCHOOL)	58	55	65	20	34	39	86	38	81	76	77	89	64	43
JUNIOR/COMMUNITY COLL. (2 YEAR SCHOOL)	31	38	24	61	44	45	9	50	14	24	19	5	27	45
LESS THAN 2 YEARS (INCLUDING TRADE)	4	5	3	14	11	6	0	8	2	0	1	3	2	5
TRANSFER	6	3	8	5	11	10	4	5	4	0	3	1	7	8

GENERAL IMPLICATIONS

* Follow-up data and the impression of high school personnel suggest more students enroll in 2-year colleges than say they are planning to enroll. The reality of college admissions is that not all students who want to attend a college at a university are either qualified to attend or can afford the expense. Thus, recruitment efforts should not be hindered by students' desires. Transfer programs may need to be heavily stressed among those with 2-year as well as 4-year plans.

* Although there was no option on the questionnaire for respondents to indicate transfer plans, the fact that the information was voluntarily given may be evidence that the word "transfer" needs a boost vis-a-vis Peralta colleges.

* A separate analysis of those students who responded that they plan to attend a Peralta college will be forthcoming.


2-YEAR COMMUNITY COLLEGE PLANS
OAKLAND HIGH
SKYLINE
CASTLEMONT
FREMONT
OAKLAND TECHNICAL
BISHOP
MCCLYMONDS
PIEDMONT
ALBANY
SAINT MARY'S
BERKELEY
ALAMEDA
ENCINAL
0
25
50
75
%
TRANSFER
2-YEAR COLLEGE

NAME OF COLLEGE PLAN TO ATTEND

* UC Berkeley was the leading choice, mentioned by 11% of those indicating Fall school plans. Cal State Hayward was the next most popular college (10%) followed by College of Alameda and Chabot (each 9%). However, more respondents answered "out of state" (14%) and "don't know" (13%) than name a California college.

* Among California colleges, CSUH was the leading choice at OHS (15%) and Oakland Tech (15%). UCB was the leading choice at Piedmont (18%), St. Mary's (16%), Berkeley (13%), and Bishop (12%). COA was first choice at Castlemont (25%), McClymonds (29%) and Encinal (15%). UCSB was most popular with Albany (20%) and Chabot with Alameda (11%). Laney was the leading choice at Fremont (19%). UCD was first choice at Skyline (11%).

(% of those with school plans)

OUT OF STATE	14
DON'T KNOW	13
UC BERKELEY	11
CSU HAYWARD	10
COLLEGE OF ALAMEDA	9
CHABOT	9
LANEY	7
SF STATE	7
UC DAVIS	6
UCLA	5
MERRITT	5

GENERAL IMPLICATIONS

* Only two Peralta colleges (Laney and Alameda) were noted as the number one college choices of students from PCCD's feeder high schools. This may imply that Peralta has a need to address its problems of image through increased publicity and other promotional endeavors. The "negative image" of the Peralta colleges may have had a considerable impact on the preconceptions of the graduating seniors who are "shopping around" for colleges and, thus, may have influenced students' selections of colleges.

* More students from our district's service area plan to attend Chabot than the Peralta colleges (aside from College of Alameda). A strong campaign should be organized to make Peralta the first choice.

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COLLEGE PLAN TO ATTEND

(TOP 3 COLLEGE CHOICES IN EACH HS)

OHS	%
CSUH	15
SF STATE	13
CHABOT	9
DON'T KNOW/ UNDECIDED	9

SKYLINE	%
OUT OF STATE	18
UCD	11
UCB	9

CASTLEMONT	%
ALAMEDA	25
CHABOT	19
LANEY	12

FREMONT	%
LANEY	19
ALAMEDA	18
CSUH	18

OAK TECH	%
CSUH	15
DON'T KNOW/ UNDECIDED	15
ALAMEDA	13
LANEY	13

BISHOP	%
UCB	12
CSUH	10
DON'T KNOW UNDECIDED	8

MCCLYMONDS	%
ALAMEDA	29
LANEY	18
DON'T KNOW/ UNDECIDED	14

PIEDMONT	%
DON'T KNOW/ UNDECIDED	25
OUT OF STATE	22
UCB	18

ALBANY	%
UCSB	20
UCD	15
UCSC	15
SF STATE	15

ST. MARY'S	%
UCB	16
OUT OF STATE	15
DVC	13

BERKELEY	%
OUT OF STATE	33
DON'T KNOW/ UNDECIDED	19
UCB	13
UCLA	13

ALAMEDA	%
CHABOT	11
UCB	10
DON'T KNOW/ UNDECIDED	10

ENCINAL	%
ALAMEDA	15
CHABOT	13
CSUH	11

MAJOR IN COLLEGE

- The most popular major among those who had Fall school plans was "business/business administration/management" mentioned by 31% of the graduates. The business major category was the most frequently mentioned one in all of the schools with the exception of McClymonds where "computers" claimed a larger percentage (32%) and "don't know/ undecided" was more often cited in Albany (16%) as well as in Berkeley (21%).

- The second most frequently mentioned major was "don't know/undecided" (11% overall) followed closely by "computers/computer science/computer technology" (10%).

(TOP 3 MAJORS IN EACH HS)

OHS	%	SKYLINE	%	CASTLEMONT	%	FREMONT	%
BUSINESS	32	BUSINESS	26	BUSINESS	31	BUSINESS	24
COMPUTERS	6	COMPUTERS	8	COMPUTERS	18	COMPUTERS	16
PSYCHOLOGY	6	BIOLOGICAL SCIENCES	7	NURSING	8	ENGINEERING	11
		DON'T KNOW/ UNDECIDED	7				

OAK TECH	%	BISHOP	%	MCCLYMONDS	%	PIEDMONT	%
BUSINESS	34	BUSINESS	33	COMPUTERS	32	BUSINESS	24
COMPUTERS	20	PSYCHOLOGY	14	BUSINESS	21	DON'T KNOW/ UNDECIDED	19
PSYCHOLOGY	7	MEDICINE	9	COSMETOLOGY	12	PSYCHOLOGY	11

ALBANY	%	ST. MARY'S	%	BERKELEY	%	ALAMEDA	%
DON'T KNOW/ UNDECIDED	16	BUSINESS	26	DON'T KNOW/ UNDECIDED	21	BUSINESS	28
BIOLOGICAL SCIENCES	11	MEDICINE	11	BUSINESS	14	DON'T KNOW/ UNDECIDED	13
UNDECLARED	11	BIOLOGICAL SCIENCES	9	PSYCHOLOGY	7	COMPUTERS	7

ENCINAL	%
BUSINESS	29
DON'T KNOW/ UNDECIDED	15
COMPUTERS	15

GENERAL IMPLICATIONS

- To remain attractive to students from Peralta's feeder high schools, adequate course offerings should be maintained in the fields of Business Administration and Computer Information Systems. Also, it appears that the sciences are in sufficient demand to warrant offering strong science programs in the Peralta colleges.

REASONS FOR SELECTING COLLEGE

- "Need a degree or certificate for future career" was considered most important for selecting a college (71%). "Reputation in my field of interest" was the second most important reason (53%) cited by graduates with Fall school plans. Of all the reasons considered as very important overall, Piedmont indicated "the atmosphere of the campus" as the only important reason.

- The category, "to enroll in a specific program offered by the college," was also considered very important by 36% of the respondents. Among the respondents who cited the specific program, EOP was most popular (27%) followed by Sports/Athletics (22%) and Transfer Program (14%).

% VERY IMPORTANT

(REASON)	TOTAL %	OHS %	SKY-LINE %	CAS-TLE-MONT %	FRE-MONT %	OAK-LAND TECH %	BISHOP %	MC-CLY-MONDS %	PIED-MONT %	ALB-ANY %	ST. MARY'S %	BERKE-LEY %	ALA-MEDA %	ENCINAL %
NEED A DEGREE OR CERTIFICATE FOR FUTURE CAREER	71	84	65	70	83	78	75	77	62	90	74	62	64	66
REPUTATION IN MY FIELD OF INTEREST	53	53	48	54	61	61	64	50	48	68	52	43	57	40
FINANCIAL AID AVAILABILITY	50	68	38	68	73	67	44	73	17	48	54	46	37	42
THE COLLEGE HAS VERY GOOD REPUTATION	48	45	56	49	47	52	51	38	49	65	42	46	54	32
THE ATMOSPHERE OF THE CAMPUS	46	35	53	36	24	39	58	18	68	52	54	65	46	38
TO TEST MY ABILITY TO DO COLLEGE WORK	40	54	32	67	52	63	28	56	24	53	44	25	27	30
TO ENROLL IN A SPECIFIC PROGRAM OFFERED BY THE COLLEGE	36	37	38	35	31	44	41	42	23	32	40	25	42	30
EOP	27	67	20	33	25	40	17	100	0	0	20	17	0	0
SPORTS/ATHLETICS	23	22	50	33	0	0	17	0	40	0	20	33	44	0
TRANSFER PROGRAM	14	0	10	0	8	20	0	0	20	0	60	0	33	0
EXCHANGE PROGRAM	6	0	0	0	8	0	17	0	20	0	0	33	0	0
CHEERLEADING	6	0	0	33	17	0	17	0	0	0	0	0	0	100
CLUBS	4	0	0	0	8	0	17	0	20	0	0	0	0	0
COUNSELING	4	0	0	0	17	0	17	0	0	0	0	0	0	0
ROTC	4	0	10	0	0	0	0	0	0	0	0	17	11	0
PARTNERSHIP PROGRAM	2	11	0	0	0	10	0	0	0	0	0	0	0	0
TUTORING	1	0	0	0	8	0	0	0	0	0	0	0	0	0
JOB TRAINING	1	0	0	0	8	0	0	0	0	0	0	0	0	0
DISABLED PROGRAM	1	0	0	0	0	10	0	0	0	0	0	0	0	0
HOUSING	1	0	0	0	0	0	0	0	0	100	0	0	0	0
BIBLE CLASSES	1	0	10	0	0	0	0	0	0	0	0	0	0	0
FINANCIAL AID	2	0	0	0	0	20	0	0	0	0	0	0	0	0

CAREER PLANS

* As expected, career plans mirrored the major plans. The most popular career was "business" mentioned by 19% of the graduates. The business career was the most frequently mentioned category in over two-thirds of the schools.

* "Computers" was most popular in Oakland Tech (21%) and McClymonds (20%) while "don't know/undecided" was most frequently mentioned in Berkeley (27%) and Piedmont (26%).

CAREERS

(TOP 3 IN EACH HS)

OHS	%	SKYLINE	%	CASTLEMONT	%	FREMONT	%
BUSINESS	24	BUSINESS	22	BUSINESS	17	BUSINESS	16
COMPUTERS	12	DON'T KNOW/ UNDECIDED	14	COMPUTERS	14	COMPUTERS	13
DON'T KNOW UNDECIDED	10	COMPUTERS	5	MEDICINE	10	DON'T KNOW/ UNDECIDED	10
		MEDICINE	5				

OAKLAND TECH	%	BISHOP	%	MCCLYMONDS	%	PIEDMONT	%
COMPUTERS	21	BUSINESS	25	COMPUTERS	20	DON'T KNOW/ UNDECIDED	26
BUSINESS	19	MEDICINE	12	BUSINESS	11	BUSINESS	18
PSYCHOLOGY	16	PSYCHOLOGY	10	DON'T KNOW/ UNDECIDED	7	LAW	7
				COMMUNICATION	7		

ALBANY	%	ST. MARY'S	%	BERKELEY	%	ALAMEDA	%
BUSINESS	21	BUSINESS	22	DON'T KNOW/ UNDECIDED	27	BUSINESS	20
DON'T KNOW/ UNDECIDED	16	MEDICINE	11	BUSINESS	12	DON'T KNOW/ UNDECIDED	15
PSYCHOLOGY	10	DON'T KNOW/ UNDECIDED	9	MEDICINE	8	COMPUTERS	7

ENCINAL	%
BUSINESS	17
DON'T KNOW/ UNDECIDED	17
COMPUTERS	12

GENERAL IMPLICATIONS

* The respondents' career choices further reinforce the prevailing theme that a college education is a must for achieving career goals. Thus, Peralta should continually emphasize college as a means to success.

PERALTA COLLEGES

- Three-quarters (76%) of the graduates surveyed have heard of the Peralta Community College District. Forty-five percent of Bishop O'Dowd graduates indicated they have not heard of PCCD.

- Slightly over half (53%) of the graduates surveyed knew the names of the Peralta colleges. Sixty-eight of Castlemont graduates indicated that they did not know the names of the Peralta colleges followed closely by Piedmont (64%) and Bishop (63%).

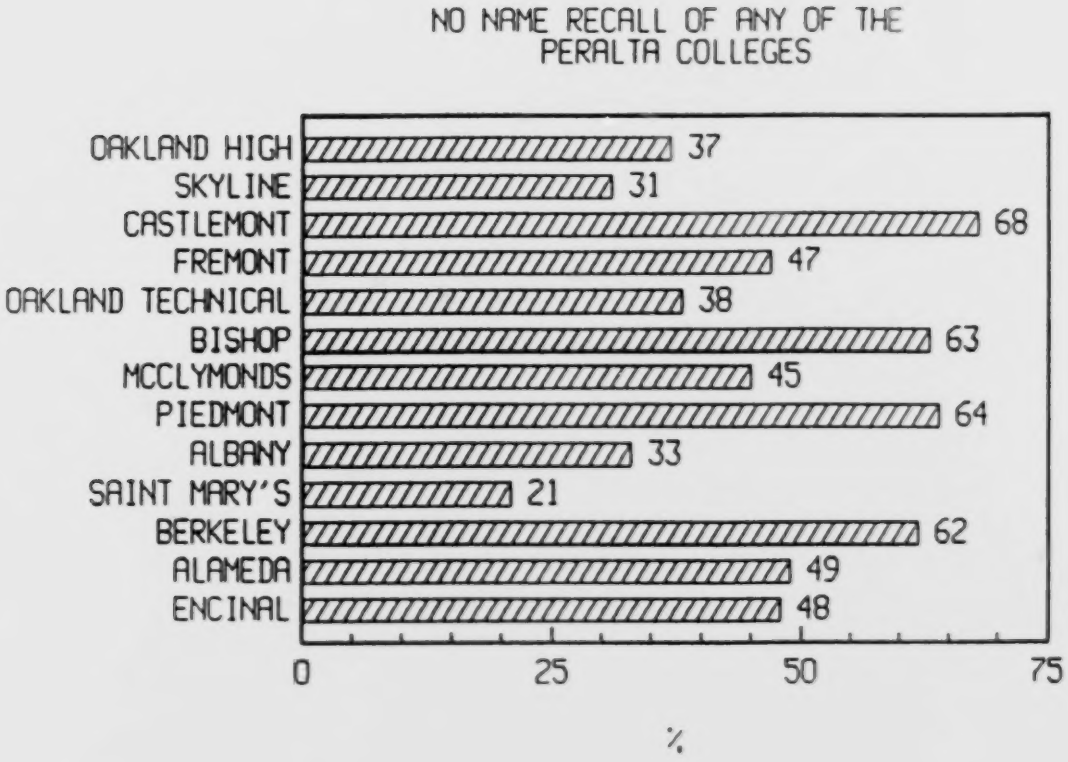
- Among the respondents who could name the Peralta colleges, 91% knew Laney, 81% knew Merritt, and 73% named Alameda. Chabot was among the top five colleges perceived as one of the Peralta colleges. Feather River was known by 22% of the graduates. With the exception of Bishop O'Dowd, Alameda and Encinal graduates, Laney was the most well-known Peralta college by all graduates.

NO KNOWLEDGE OF PCCD

TOTAL %	OHS %	SKY-LINE %	CASTLE-MONT %	FREMONT %	OAK TECH %	BISHOP %	MCCLY-MONDS %	PIED-MONT %	ALBANY %	ST. MARY'S %	BERKE-LEY %	ALA-MEDA %	ENCINAL %
24	16	11	36	20	17	45	21	36	14	19	26	27	13

NO KNOWLEDGE OF NAMES OF ANY PERALTA COLLEGES

TOTAL %	OHS %	SKY-LINE %	CASTLE-MONT %	FREMONT %	OAK TECH %	BISHOP %	MCCLY-MONDS %	PIED-MONT %	ALBANY %	ST. MARY'S %	BERKE-LEY %	ALA-MEDA %	ENCINAL %
47	37	31	68	47	38	63	45	64	33	21	62	49	48

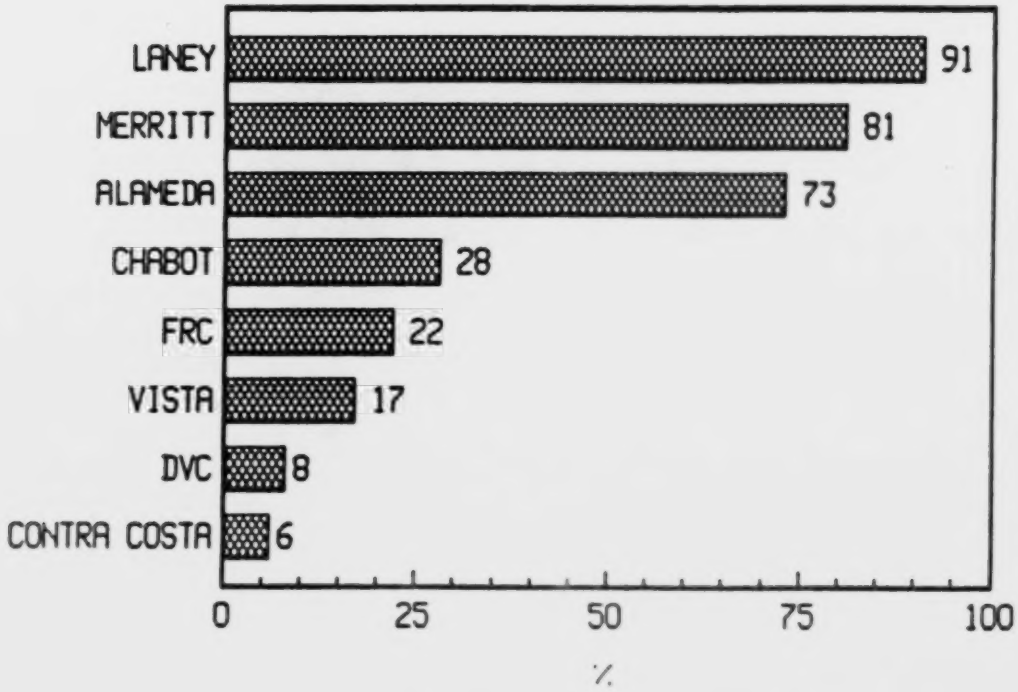

NO NAME RECALL OF ANY OF THE PERALTA COLLEGES
OAKLAND HIGH
SKYLINE
CASTLEMONT
FREMONT
OAKLAND TECHNICAL
BISHOP
MCCLYMONDS
PIEDMONT
ALBANY
SAINT MARY'S
BERKELEY
ALAMEDA
ENCINAL
37
31
68
47
38
63
45
64
33
21
62
49
48
0
25
50
75
%

COLLEGES PERCEIVED AS PERALTA COLLEGES
(% of those who could name the Peralta colleges)

	%		%
LANEY	91	ST. MARY'S	-
MERRITT	81	SANTA ROSA JC	-
ALAMEDA	73	SONOMA STATE	-
CHABOT	28	SKYLINE JC	-
FRC	22	OHLONE	-
VISTA	17	SCRIPPS	-
DVC	8	MENLO COLLEGE	-
CONTRA COSTA	6	SANTA BARBARA JC	-
"PERALTA"	4	ARMSTRONG	-
DE ANZA	4	LOS MEDANOS	-
MILLS	4	MARIN JC	-
HEALD	1	CSU NORTHRIDGE	-
UCB	1	COGSWELL	-
OUT OF STATE	1	HOWARD	-
CSUH	1	OCCIDENTAL	-
SF CITY	1	UCR	-
SF STATE	-	USF	-
		CA SCHL PROF PSYCH	-

GENERAL IMPLICATIONS

- Because 42% of the respondents thought that DVC, Chabot, and Contra Costa colleges are Peralta colleges, publicity and promotional campaigns emphasizing the college names should be developed to help resolve Peralta's problems with identity.
- Particular efforts will need to be made to inform students at Castlemont, Bishop O'Dowd, Piedmont, and Berkeley of the names of the Peralta colleges.


COLLEGES PERCEIVED AS PERALTA COLLEGES
LANEY
MERRITT
ALAMEDA
CHABOT
FRC
VISTA
DVC
CONTRA COSTA
91
81
73
28
22
17
8
6
0
25
50
75
100
%

COLLEGES PERCEIVED AS PERALTA COLLEGES
(% of those who could name the Peralta colleges)

(TOP 5 IN EACH HS)

OHS	%	SKYLINE	%	CASTLEMONT	%	FREMONT	%
LANEY	96	LANEY	92	LANEY	100	LANEY	94
MERRITT	86	MERRITT	88	MERRITT	86	MERRITT	92
COA	68	COA	65	COA	86	COA	81
CHABOT	22	FRC	34	CHABOT	29	VISTA	33
FRC	21	CHABOT	24	FRC	25	FRC	19
						CHABOT	19

OAKLAND TECH	%	BISHOP	%	MCCLYMONDS	%	PIEDMONT	%
LANEY	96	MERRITT	92	LANEY	96	LANEY	90
MERRITT	93	LANEY	77	MERRITT	85	MERRITT	90
COA	81	COA	67	COA	70	COA	49
CHABOT	33	CHABOT	41	FRC	19	FRC	10
FRC	29	CONTRA COSTA	28	VISTA	26	DVC	10

ALBANY	%	ST. MARY'S	%	BERKELEY	%	ALAMEDA	%
LANEY	92	LANEY	94	LANEY	82	COA	96
MERRITT	54	MERRITT	85	MERRITT	71	LANEY	85
COA	54	COA	56	VISTA	50	MERRITT	62
FRC	38	DVC	42	COA	32	CHABOT	54
VISTA	38	VISTA	26	CONTRA COSTA	14	FRC	16
				DVC	14		

ENCINAL	%
COA	91
LANEY	85
MERRITT	64
CHABOT	40
FRC	23

METHOD OF LEARNING ABOUT PERALTA COLLEGES

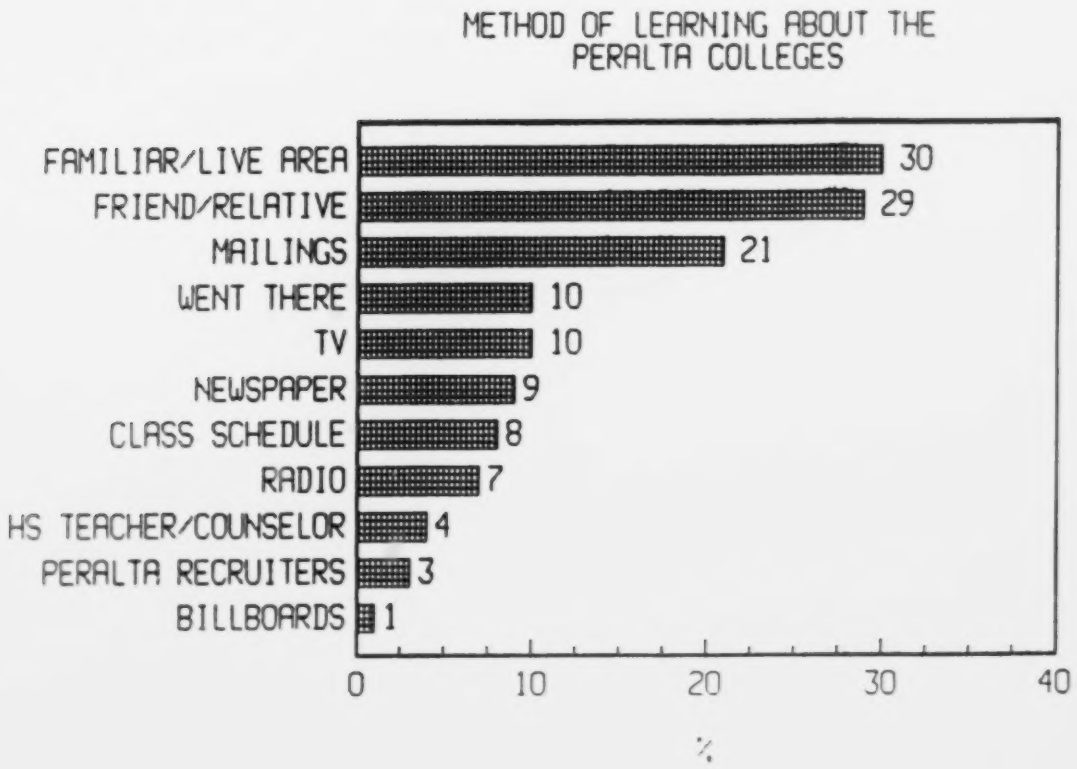
* Among those who knew the names of the Peralta Colleges, 29% heard about them through a friend or relative and 30% were familiar with or lived in the area.

(% of those who could name Peralta colleges)

FAMILIAR WITH/LIVE AREA	30
FRIEND OR RELATIVE	29
MAILINGS	21
WENT THERE	10
TV	10
NEWSPAPER	9
CLASS SCHEDULE	8
RADIO	7
HS TEACHER OR COUNSELOR	4
PERALTA RECRUITERS/REPS	3
BILLBRDS	1

GENERAL IMPLICATIONS

* Since word-of-mouth and location are the most effective mediums of communication for learning about the Peralta colleges, it is extremely important that Peralta's problem with image be aggressively addressed in order to increase the number of those who are knowledgable of the colleges and their reputation.


METHOD OF LEARNING ABOUT THE PERALTA COLLEGES
FAMILIAR/LIVE AREA
FRIEND/RELATIVE
MAILINGS
WENT THERE
TV
NEWSPAPER
CLASS SCHEDULE
RADIO
HS TEACHER/COUNSELOR
PERALTA RECRUITERS
BILLBOARDS
30
29
21
10
10
9
8
7
4
3
1
0
10
20
30
40
%

38

LOCAL NEWSPAPER

* The majority of the graduates (80%) read a local newspaper regularly. The Oakland Tribune was the paper read most often (68%). Berkeley had the lowest rate of Oakland Tribune readers (27%) followed by Piedmont (37%). The San Francisco Chronicle/ Examiner was the paper read regularly by Berkeley (71%) and Piedmont (61%).

(LOCAL NEWSPAPER)	TOTAL %	OHS %	SKY-LINE %	CAS-TLE-MONT %	FRE-MONT %	OAK TECH %	BISHOP %	MCCLY-MONDS %	PIED-MONT %	ALBANY %	ST. MARY'S %	BERK-LEY %	ALA-MEDA %	ENCINAL %
OAKLAND TRIBUNE	68	89	64	98	99	98	68	100	37	53	75	27	42	42
SF CHRONICLE/EXAMINER	25	10	33	2	1	1	24	0	61	47	22	71	37	31
MONTCLARION	0	0	3	0	0	0	0	0	0	0	1	0	0	0
SPECTATOR	0	0	0	0	0	0	0	0	1	0	0	2	2	0
DAILY REVIEW	0	0	0	0	0	0	5	0	0	0	0	0	0	0
TIMES STAR	6	0	0	0	0	0	2	0	0	0	0	0	18	27
PIEDMONTER	0	0	0	0	0	0	0	0	1	0	0	0	0	0

GENERAL IMPLICATIONS

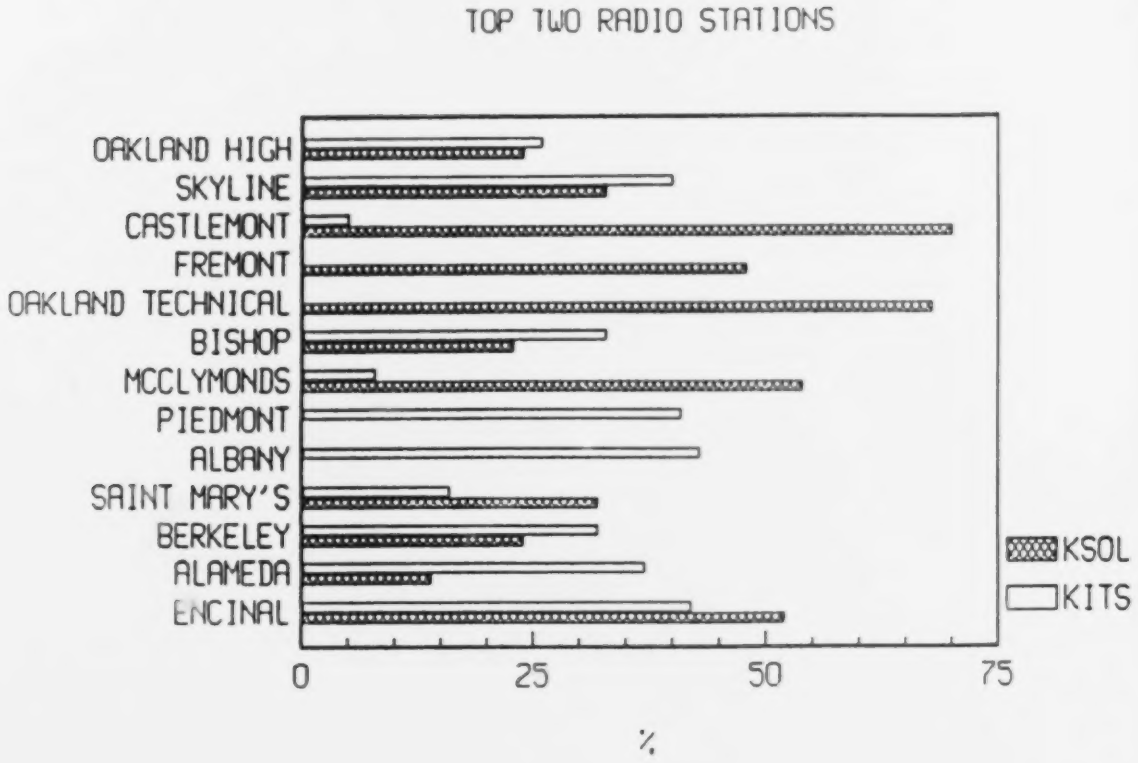
* Should publicity via newspaper be sought, the Oakland Tribune appears to be the best vehicle for alerting the graduating seniors of the Peralta colleges.

RADIO STATION

- Almost all the graduates (92%) listened to a radio station regularly. KSOL was the leading radio station (36% overall) mentioned followed by KITS (25%).

- Among the high schools surveyed, the frequent listeners of KSOL were Castlemont, Fremont, Oakland Tech, McClymonds, St. Mary's, and Encinal. The KITS listeners were Oakland High, Skyline, Bishop, Piedmont, Albany, Berkeley, and Alameda.

(TOP 5 IN EACH HS)	TOTAL %	OHS %	SKY-LINE %	CASTLE-MONT %	FREMONT %	OAK TECH %	BISHOP %	MCCLY-MONDS %	PIED-MONT %	ALBANY %	ST. MARY'S %	BERK-LEY %	ALA-MEDA %	ENCINAL %
KITS	25	26	40	5	-	-	33	8	41	43	16	32	37	42
KSOL	36	24	33	70	48	68	23	54	-	-	32	24	14	52
KMEL	14	19	18	-	12	7	-	-	-	14	13	9	23	48
KBLX	13	14	20	21	12	18	16	23	-	-	16	9	-	16
KLOK	7	13	-	-	-	-	-	-	7	14	-	10	9	-
KYUU	8	-	15	-	12	9	-	-	-	-	-	-	-	21
KDIA	6	-	-	16	12	12	-	17	-	-	-	-	-	-
KPOO	2	-	-	4	-	-	-	8	-	-	-	-	-	-
KRQR	7	-	-	-	-	-	13	-	-	19	21	-	10	-
KFOG	8	-	-	-	-	-	18	-	26	14	-	24	-	-
KOME	2	-	-	-	-	-	-	-	8	-	-	-	-	-


TOP TWO RADIO STATIONS
OAKLAND HIGH
SKYLINE
CASTLEMONT
FREMONT
OAKLAND TECHNICAL
BISHOP
MCCLYMONDS
PIEDMONT
ALBANY
SAINT MARY'S
BERKELEY
ALAMEDA
ENCINAL
KSOL
KITS
0
25
50
75
%

ETHNICITY

* Caucasians accounted for 36% of the sample while Blacks accounted for 35% of the sample. The greatest percentage of Blacks was in McClymonds (98%) and Castlemont (92%) while less than one percent of the graduates in Piedmont was Black.

* The highest percentage of Asians was at OHS (46%) while the lowest percentage of Asians was at Castlemont (1%). Fremont had the largest percentage of Hispanics (37%) while Skyline claimed less than two percent Hispanics. Encinal had the highest concentration of Filipinos (18%).

(ETHNIC BACKGROUND)	TOTAL %	OHS %	SKY-LINE %	CASTLE-MONT %	FREMONT %	OAK TECH %	BISHOP %	MCCLY-MONDS %	PIED-MONT %	ALBANY %	ST. MARY'S %	BERKE-LEY %	ALA-MEDA %	ENCINAL %
AMERICAN INDIAN	2	2	0	2	1	1	2	0	2	0	2	3	2	4
ASIAN	14	47	21	1	7	16	7	2	8	10	3	9	20	10
BLACK	35	34	32	92	51	74	24	98	1	0	37	18	3	16
CAUCASIAN	36	6	39	1	1	3	52	0	74	76	47	65	61	41
HISPANIC	7	6	3	3	37	2	9	0	3	5	6	4	4	7
FILIPINO	4	3	2	0	3	2	4	0	2	5	3	1	6	18
PACIFIC ISLANDER	1	2	1	0	0	0	1	0	1	5	1	0	1	2
DECLINED TO STATE	1	0	1	1	0	1	2	0	2	0	0	0	4	2

GENERAL IMPLICATIONS

* If the ethnic groups were to be identified by the colleges they plan to attend, by college program they intend to pursue, etc., Peralta could conceivably target specific ethnic groups for recruitment and educational planning purposes.

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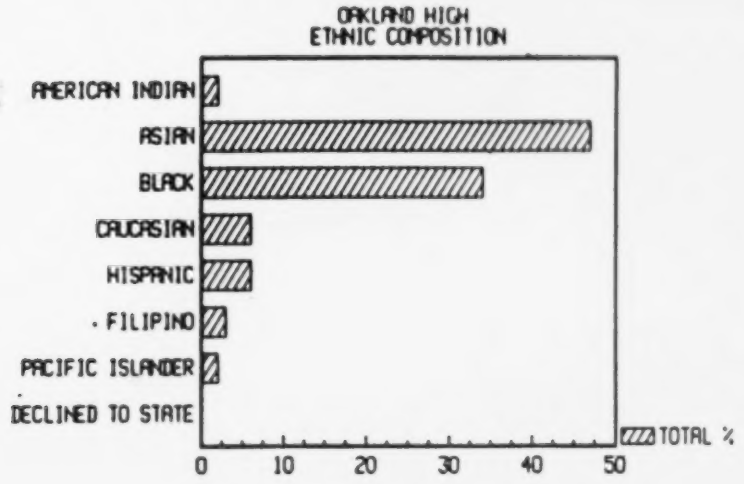
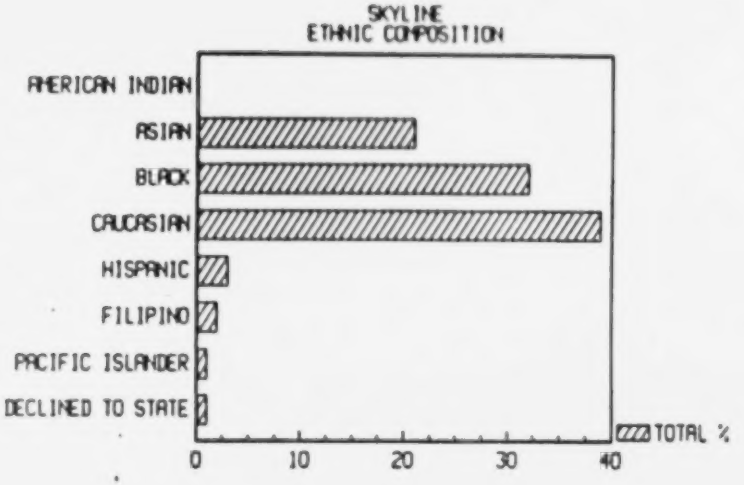
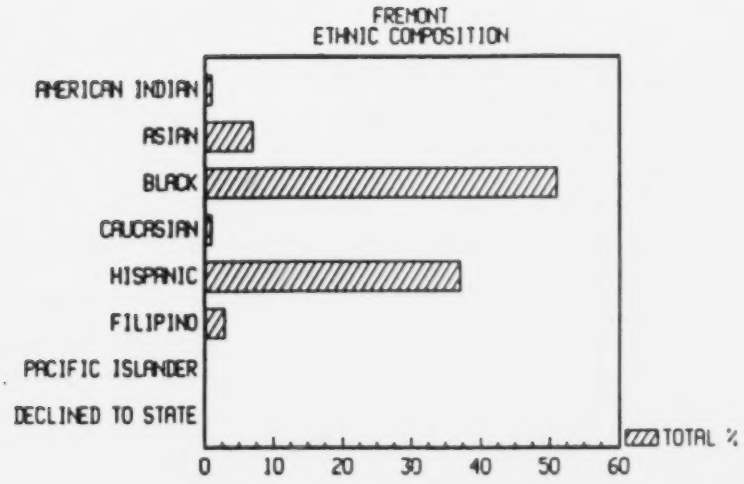
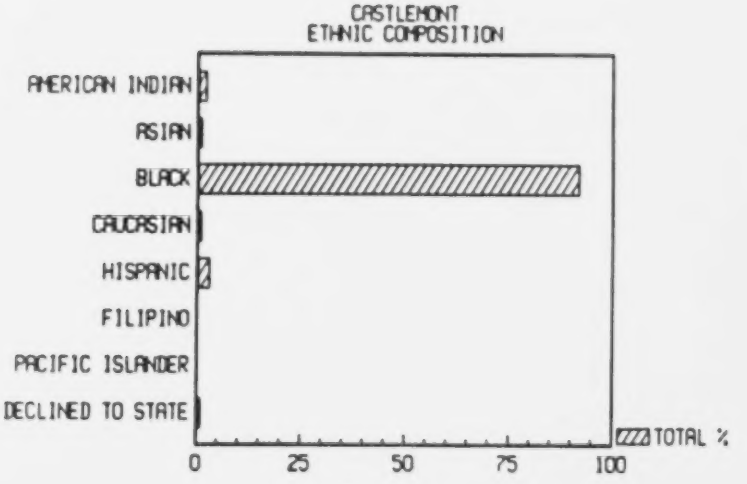

OAKLAND HIGH
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
10
20
30
40
50

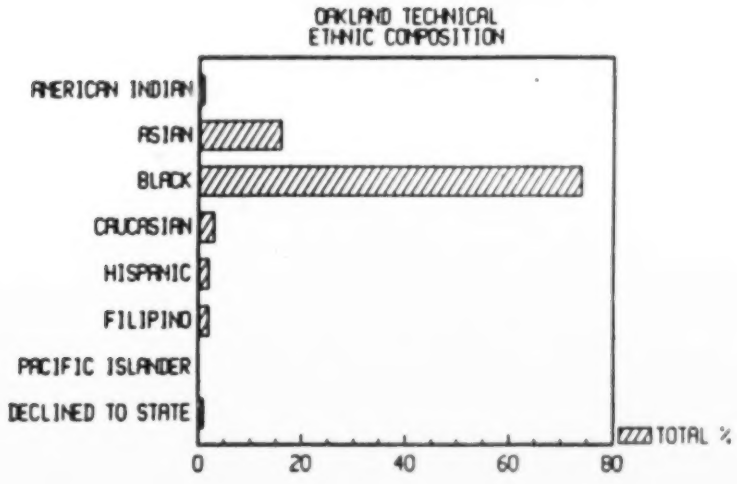

SKYLINE
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
10
20
30
40

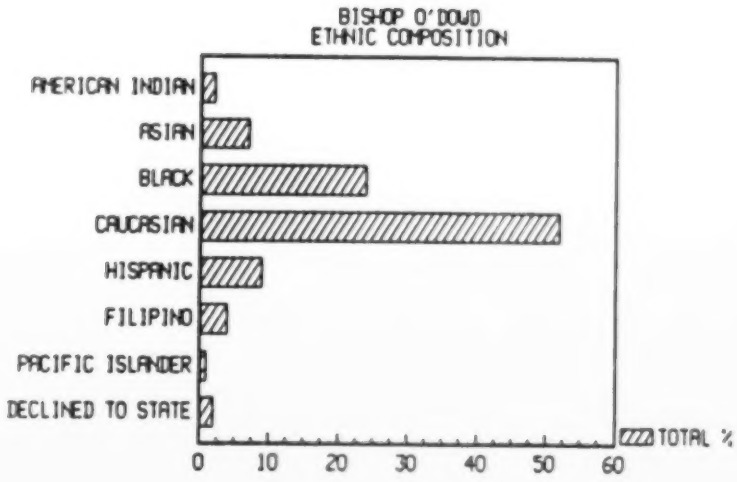

FREMONT
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
10
20
30
40
50
60

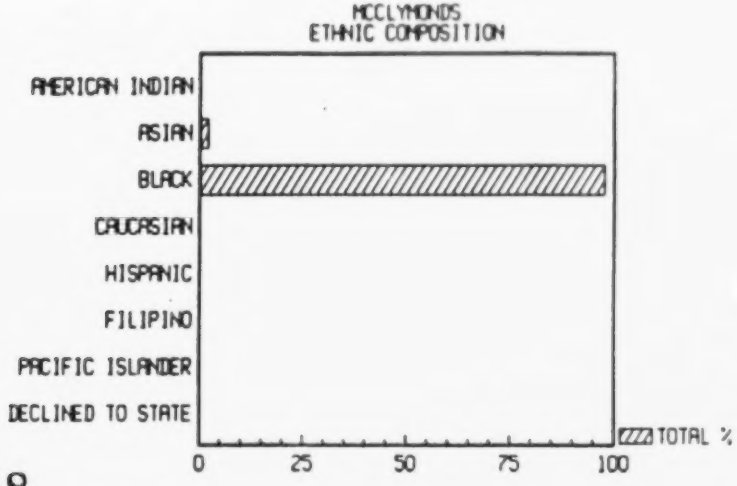

CASTLEMONT
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
25
50
75
100

46

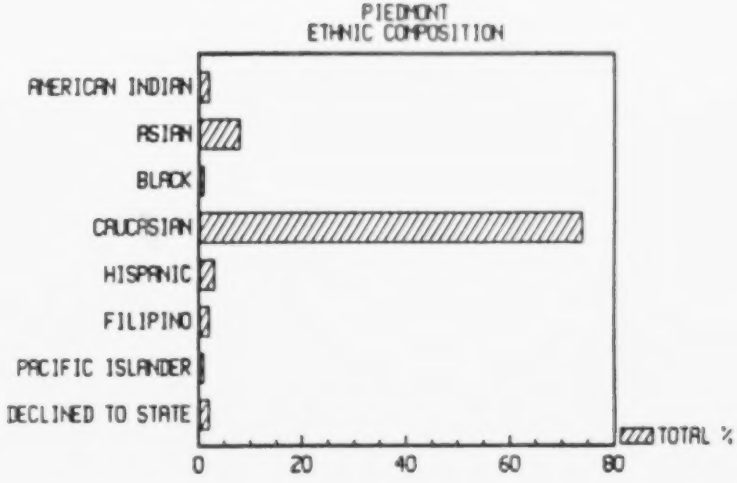
47


OAKLAND TECHNICAL
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
20
40
60
80

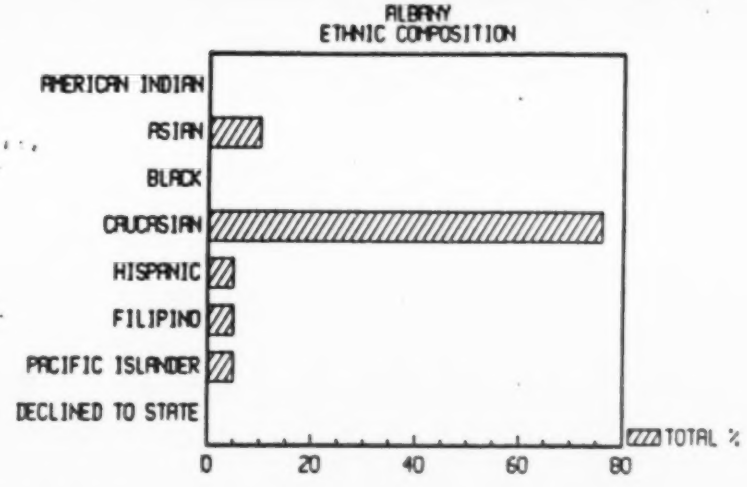

BISHOP O'DOWD
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
10
20
30
40
50
60

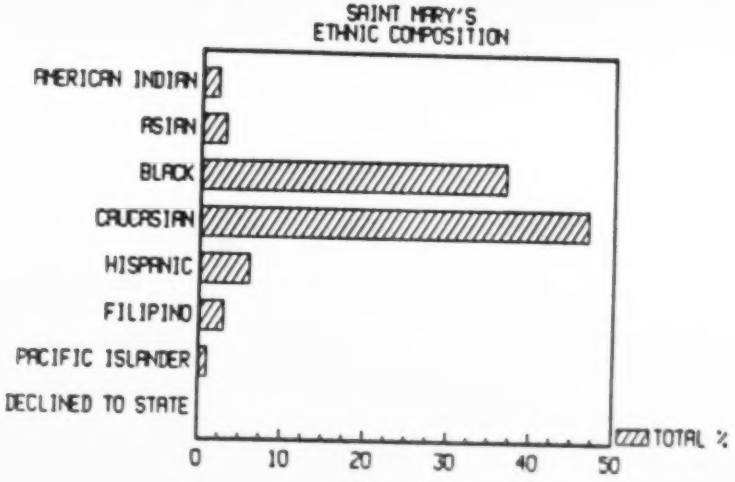

MCCLYMONDS
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
25
50
75
100

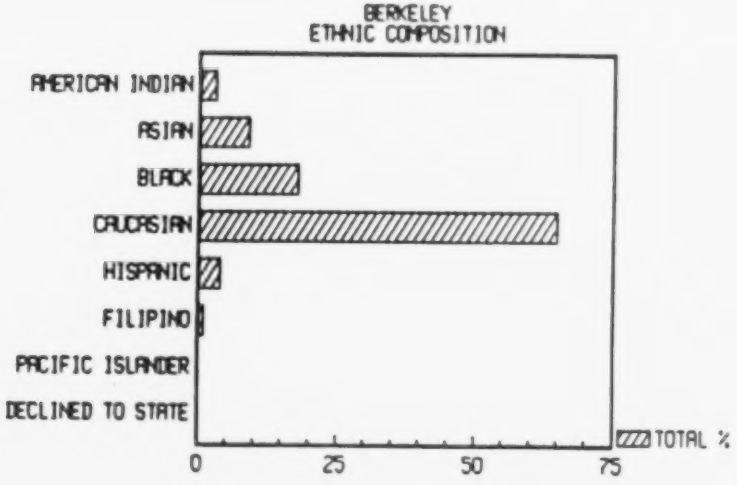
48

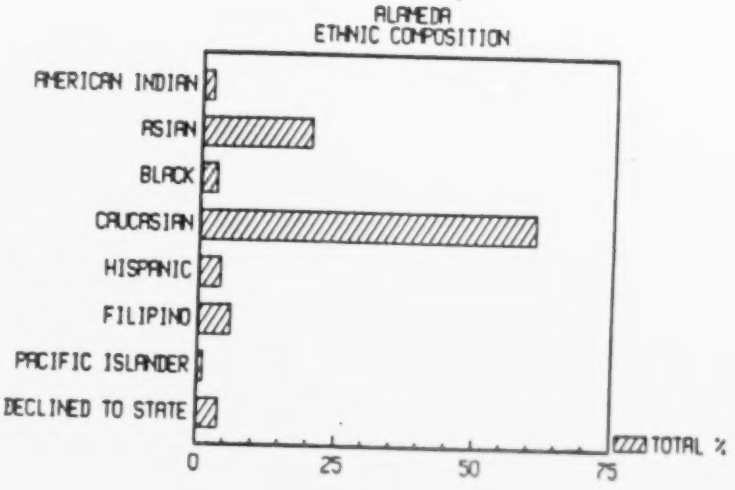

PIEDMONT
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
20
40
60
80

49


ALBANY
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
20
40
60
80

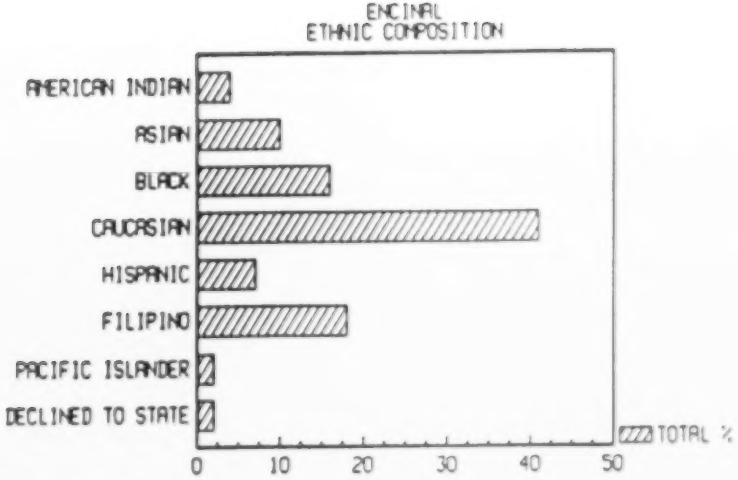

SAINT MARY'S
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
10
20
30
40
50


BERKELEY
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
25
50
75


ALAMEDA
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
25
50
75

50

51


ENCINAL
ETHNIC COMPOSITION
AMERICAN INDIAN
ASIAN
BLACK
CAUCASIAN
HISPANIC
FILIPINO
PACIFIC ISLANDER
DECLINED TO STATE
TOTAL %
0
10
20
30
40
50

HOUSEHOLD MEMBERS

* Almost 60% of those surveyed claimed that from one to two members of their household attended college. Of those household members, 47% attended out of state colleges. Of the California colleges, UC Berkeley was most frequently mentioned as having been attended by household members (28%) followed by Laney (14%), SF State and Alameda (each 12%).

(% of household members who attended college)

OUT OF STATE	47
UCB	28
LANEY	14
SF STATE	12
COA	12
CSUH	10
MERRITT	10
CHABOT	6

GENERAL IMPLICATIONS

* Since most respondents learned about the Peralta colleges from a friend or family member, the above data suggests that current or former students may be the best publicists and (possibly) recruiters for promoting the colleges. It further suggests that image with influential persons is paramount.

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WHOM TO TRUST FOR COLLEGE ADVICE

* Over half (59%) of the graduates indicated that they trusted a a family member/relative to give them advice about which college to attend. Forty-four percent indicated that they trusted a counselor while teacher and friend followed at distant rates of 16% and 15%, respectively.

	%
FAMILY MEMBER/RELATIVE	59
COUNSELOR	44
TEACHER	16
FRIEND	15
SELF	5
COLLEGE REPS/LITERATURE	3
COLLEGE ALUMNI	1
NO ONE	1
CURRENT COLLEGE STUDENTS	1
DON'T KNOW	-
MINISTER/BISHOP	-
DOCTOR	-

GENERAL IMPLICATIONS

* Because three out of five seniors surveyed trust a family member or relative to give them college advice, the theory that an influential person is the most likely conveyer of image is strongly supported.

APPENDIX

HIGH SCHOOL STUDENT SURVEY

In an effort to evaluate educational services, the Peralta Community College District seeks feedback from graduating seniors. The information you provide will remain confidential.

PLEASE CHECK THE APPROPRIATE RESPONSES.

01. Please indicate which one of the following statements best describes what you plan to do within the first year after you graduate from high school. Please check only one.

1 ____Work at a full-time job, no further education planned at this time
2 ____Work at a full-time job first, then further your education
3 ____Work at a full-time job and continue your education part-time
4 ____Work part-time and continue your education full-time
5 ____Work part-time and continue your education part-time
6 ____Continue your education full-time, not planning to work
7 ____Join armed services
8 ____Undecided at this time
9 ____Other Please specify:_____

02. How likely are you to attend college in the Fall of 1987?

1 ____Very likely
2 ____Somewhat likely
3 ____Not likely at all

IF "VERY LIKELY" OR "SOMEWHAT LIKELY" TO ATTEND COLLEGE ANSWER QUESTIONS 3-6, OTHERWISE GO ON TO QUESTION 7.

03. Do you plan to attend a

1 ____4-year college/university
2 ____2-year junior/community college
3 ____Less than 2-year (including trade) school
4 ____Other Specify: _____

04. If attending either a four or two-year college, which college do you plan to attend?

Please specify: _____

05. What is your intended major in college?

Please specify: _____

06. Please indicate how important the following reasons are for selecting the college you plan to attend. Write the appropriate letter beside each statement.

Very Important = V Somewhat Important = S Not Important = N

01 ____Low cost
02 ____Can live at home while attending
03 ____My friends are enrolled or planning to enroll
04 ____To enroll in a specific program offered by the college. Specify: _____
05 ____Received a scholarship or special funding
06 ____Financial aid availability
07 ____The size of the campus
08 ____The atmosphere of the campus
09 ____Not sure what else to do
10 ____Close to where I work
11 ____Advice of my friends
12 ____Advice of a high school counselor or teacher
13 ____Preference of parent or relative
14 ____To test my ability to do college work
15 ____Don't have anything better to do
16 ____Need a degree or certificate for future career
17 ____The college has a very good reputation
18 ____Reputation in my field of interest
19 ____Variety of courses scheduled at nontraditional times (evenings, weekends, etc.)
20 ____I think it will be easier than other schools
21 ____Other Specify: _____

07. What is your intended career goal (i.e., what occupation do you intend to pursue)?

Please specify: _____

08. Have you ever heard of the Peralta Community College District?

1 ____Yes
2 ____No

09. Do you know the names of any of the Peralta Colleges?

1 ____Yes
2 ____No

9a. If yes, what are they?

1 _____
2 _____
3 _____
4 _____
5 _____

9b. If yes, how did you learn about that/those college(s)?

1 ____Mailings
2 ____Newspaper
3 ____T.V.
4 ____Radio
5 ____Class schedule
6 ____Friend/relative
7 ____Familiar with/live in area
8 ____Went there
9 ____Other Specify: _____

10. Is there a local newspaper that you read regularly?

1 ____Yes
2 ____No

10a. If yes, which one?

1 ____Oakland Tribune
2 ____San Francisco Chronicle/Examiner
3 ____Other Specify: _____

11. Do you have a radio station that you listen to most often?

1 ____Yes
2 ____No

11a. If yes, which one?

1 ____KBLX
2 ____KYUU
3 ____KDIA
4 ____KFOG
5 ____KSAN
6 ____K101
7 ____KCBS
8 ____KITS
9 ____Other Specify: _____

12. What is your ethnic background?

1 ____American Indian
2 ____Asian
3 ____Black
4 ____Caucasian
5 ____Hispanic
6 ____Filipino
7 ____Pacific Islander (Samoan, Polynesian, etc.)
8 ____Other Specify: _____

13. Are you

1 ____Male
2 ____Female

14. How many members of your household are age 17 or older? (Not including yourself.)

1 ____1-2
2 ____3 or more
3 ____None

15. Of those who live with you, how many have attended college?

1 ____1-2
2 ____3 or more
3 ____None

15a. If those who live with you have attended college(s), which colleges(s) attended?

1 _____
2 _____
3 _____
4 _____

16. Who do you trust the most to give you advice about which college to attend (regardless of whether or not you plan to attend)?

1 ____Family member/relative
2 ____Teacher
3 ____Counselor
4 ____Friend (unrelated to you)
5 ____Other Specify: _____

THANK YOU FOR YOUR COOPERATION!

PART II Northern Alameda County: Community Survey

Northern Alameda County: Community Survey

Prepared by:

OFFICE OF RESEARCH, PLANNING & DEVELOPMENT
Peralta Community College District, Oakland, California 94606

EXECUTIVE SUMMARY

BACKGROUND

To better serve its community, the Peralta Community College District conducted a Needs Assessment survey during the spring of 1987. The purpose of the survey was to obtain information regarding the overall community's perceptions of the Peralta colleges and the services they provided. It is the District's goal that the results of this survey will assist the District in assessing how its resources are being allocated and what steps need to be taken to bring its services closer to the needs of the community.

HIGHLIGHTS

NAME RECOGNITION

* The community showed a high level of awareness for the Peralta Community College District. Eighty-six percent of the sample have heard of PCCD and 71% could name at least one of the Peralta colleges.

* Laney was the most recognized Peralta college, having been mentioned by 84% of the respondents.

* Chabot (51%), Contra Costa (36%) and DVC (32%) were the most known "other" (non-Peralta) community colleges in the east bay. The Peralta colleges were also named in this "other" category.

RESPONDENTS WHO HAD ATTENDED A PERALTA COLLEGE

* Over a third (39%) of the respondents have attended at least one of the Peralta colleges. Half of them (51%) have attended Laney.

* The majority of those respondents (88%) who attended the Peralta colleges were, at the least, satisfied, with the job the colleges did in meeting their educational goals.

DESIRED PROGRAM OPTIONS

* Liberal Arts was the most popular subject area for those who indicated an interest in taking classes for personal interest (36%). Business (11%) and Computers (11%) were the second most popular subjects.

* Evening (79%) and morning (49%) were the most convenient times for taking classes. Respondents most often preferred to take classes once a week (37%).

PERCEIVED IMPORTANCE OF PCCD FUNCTIONS

* Open access to an education and classes for the handicapped ranked highest as the most important services which are or could be offered by community colleges (87%).

MEDIUM OF COMMUNICATION

* Nearly a quarter (24%) of the respondents had watched Cable PCTV at some time.

METHOD AND SAMPLE DESIGN

The demographic characteristics of the respondents closely corresponded with those of PCCD's service area population, thereby ensuring that the survey sample was representative of the population of Northern Alameda County.

The sample was taken randomly and the interviews conducted via telephone. The interviewing was done by the staff of Educational Services and Public Information. The tabulations and analysis were prepared by the Office of Research, Planning and Development.

This resulted in the completion of 493 interviews from residents of the cities of Alameda, Albany, Berkeley, Emeryville, Piedmont/Montclair and Oakland.

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RESPONDENTS' COMMUNITY COLLEGE ENROLLMENT STATUS

CURRENT STUDENT AT A COMMUNITY COLLEGE (NOT A PERALTA COLLEGE)? (490)

* One of the interviewing requirements was that the community resident interviewed not be a current student of the Peralta colleges. Among those who met this requirement, 3% were attending a non-Peralta community college.

Yes	3%
No	97%

NAME RECOGNITION OF THE PERALTA DISTRICT AND COLLEGES

* The district name was recognized by 86% of the respondents, with Laney having the highest name recall (84%). Seven percent of the respondents thought Chabot or Contra Costa were Peralta colleges. Twenty-six percent of the respondents learned about the Peralta colleges because they were familiar with or lived in the area; 23% claimed that they had at one time attended a Peralta college; 19% learned about the colleges through mailings and 17% learned through friends and relatives.

EVER HEARD OF THE PERALTA COMMUNITY COLLEGE DISTRICT? (491)

Yes	86%
No	14%

KNOW NAMES OF ANY OF THE PERALTA COLLEGES? (480)

Yes	71%
No	29%

NAMES OF THE PERALTA COLLEGES (340)

Laney	84%
Merritt	76%
Alameda	57%
Vista	32%
Feather River	11%
Chabot	4%
Contra Costa	3%
Peralta	2%
CSUH	1%
Skyline	1%
Ohlone	1%
Mills	1%
UCB	-
EASC	-
Quincy	-

METHOD OF LEARNING ABOUT THE PERALTA COLLEGES (340)

Familiar with/live in area	26%
Went there	23%
Mailings	19%
Friend/Relative	17%
Newspaper	6%
Class Schedule	5%
Radio	2%
Don't know	2%
TV	-

NAME RECOGNITION OF OTHER EAST BAY COMMUNITY COLLEGES

* Slightly over half (53%) of those surveyed knew the names of the other (non-Peralta) community colleges in the east bay. Chabot led the list (51%), followed by Contra Costa (36%) and DVC (32%). It becomes evident that the Peralta colleges have an identity problem when Laney (15%), Alameda (14%), Merritt (11%) and Vista (5%) were mentioned as "other" community colleges.

KNOW NAMES OF OTHER COMMUNITY COLLEGES IN EAST BAY? (481)

Yes	52%
No	48%

NAMES OF OTHER EAST BAY COMMUNITY COLLEGES (253)

Chabot	51%
Contra Costa	36%
DVC	32%
Laney	15%
Alameda	14%
Merritt	11%
Ohlone	9%
Vista	5%
Los Medanos	4%
CSUH	3%
Fremont	2%
Foothill	2%
FRC	2%
SF State	1%
UCB	1%
Peralta	1%
Kennedy	1%
Skyline JC	1%
Fresno	1%
Walnut Creek	1%
St. Mary's	-
San Pablo	-
SF City College	-
Marin	-
Castro Valley	-
Mills	-
Missouri	-
Richmond	-
Holy Names	-

RESPONDENTS' PREVIOUS PERALTA COLLEGES EDUCATIONAL EXPERIENCES

* Thirty-nine percent of the respondents had attended at least one of the east bay Peralta colleges at some time. Laney was most frequently attended (51%). Only 7% (aggregate of ratings less than "5") of those respondents who had attended a Peralta college expressed dissatisfaction with the job the Peralta colleges had done in meeting their educational goals. The finding that almost 9 out of 10 respondents were "satisfied" to "very satisfied" with the job the Peralta colleges had done is very impressive.

EVER ATTENDED LANEY, ALAMEDA, MERRITT OR VISTA COLLEGE? (492)

Yes	39%
No	61%

WHICH PERALTA COLLEGE(S) ATTENDED? (193)

Laney	51%
Merritt	37%
Alameda	29%
Vista	16%

RATE THE JOB THE PERALTA COLLEGES DID IN MEETING YOUR EDUCATIONAL NEEDS (190)

Not at all satisfied								Very Satisfied	
1	2	3	4	5	6	7	8	9	10
2%	2%	2%	1%	4%	5%	13%	24%	14%	28%

Don't know 5% Average 7.35%

REASONS FOR NOT ATTENDING A PERALTA COLLEGE

* Community residents indicated two major factors they felt made it difficult for them to attend classes: lack of time (32%) and going to school elsewhere (26%). Nine percent indicated that they had no desire to attend classes.

IF NOT ATTENDED A PERALTA COLLEGE, STATE REASON (304)

Lack of time	32%
Going to school elsewhere	26%
No desire	9%
Feel too old	7%
Have enough education	5%
Conflict with work hours	4%
Classes needed not offered	2%
Lack of money	2%
No babysitter	2%
Lack of information	2%
Not in area	2%
No transportation	1%
Poor location	1%
Handicapped	1%
Fear of failing	1%
Negative image of college	1%
New to area	1%
Don't know	1%
Just graduated from hs	1%
Married	-
Late for registration	-
Not teaching at right level	-
Family problems	-

FUTURE PERALTA COLLEGE ENROLLMENT PLANS

* One out of every two community residents has considered taking a class at a Peralta college.

EVER THOUGHT ABOUT TAKING A CLASS AT A PERALTA COLLEGE IN THE FUTURE? (490)

Yes	49%
No	49%
Maybe	2%

OCCUPATIONAL TRAINING INTERESTS

* Of the 23% who were interested in receiving occupational training, 17% were interested in taking classes in the Business & Commerce area and 17% were interested in taking classes in the Engineering/Industrial Technology area. Forty-four percent of those who were interested in acquiring occupational training wanted to add to skills for their present jobs.

INTERESTED IN RECEIVING OCCUPATIONAL TRAINING? (488)

Yes	23%
No	77%

IN WHAT OCCUPATIONAL AREA? (116)

Business & Commerce	17%
Engineering/ Industrial Technology	17%
Don't know	16%
Liberal Arts	13%
Health Professions	12%
Computers	8%
Commercial Services	5%
Management Supervision	5%
Natural Resources	4%
Consumer/Homemaking Ed.	4%
Forestry & Wildlife Tech	1%

TYPE OF JOB TRAINING DESIRED? (105)

Learning new skills for a new or first job	34%
Reviewing skills that you learned earlier	15%
Adding to skills for your present job	44%
Don't know	7%

TRANSFER PROGRAM INTERESTS

* Only 15% of the survey sample were interested in taking college transfer courses. Among those respondents, 19% expressed interest in taking courses in the area of Liberal Arts.

INTERESTED IN TAKING COLLEGE TRANSFER COURSES? (489)

Yes	15%
No	85%

IN WHAT TRANSFER SUBJECT AREA? (73)

Liberal Arts	19%
Don't Know	12%
Business & Commerce	12%
Engineering/ Industrial Tech	10%
General	8%
Social Sciences	8%
Science	7%
Commercial Services	7%
Computers	6%
Health	4%
Management Supervision	3%
Behavioral Sciences	3%
Consumer/Homemaking Ed.	1%

PERSONAL INTEREST SUBJECTS

* Forty-seven percent of those interviewed were interested in taking classes for personal interest/growth/enrichment. The majority of those respondents were interested in taking classes in the Liberal Arts area. Business and Commerce (11%) and Computers (11%) were a distant second place.

INTERESTED IN TAKING CLASSES FOR PERSONAL INTEREST? (488)

Yes	47%
No	53%

PERSONAL INTEREST SUBJECT AREA (230)

Liberal Arts	36%
Business & Commerce	11%
Computers	11%
PE & Health Ed	9%
Don't Know	9%
Engineering/ Industrial Tech	7%
General	6%
Consumer/ Homemaking Ed	6%
Natural Resources	4%
Social Sciences	4%
Management Supervision	3%
Commercial Services	3%
Science	3%
Health Professions	2%
Forestry & Wildlife Tech	2%
Behavioral Sciences	2%

SCHEDULE PREFERENCES

* Evening was considered the time of day most convenient for taking classes (79%).

TIME OF DAY MOST CONVENIENT FOR YOU TO TAKE CLASSES? (493)

Evening	79%
Morning	46%
Afternoon	28%
Anytime	9%

* The majority of the respondents (65%) had no weekday preference for taking classes. The days of the week most convenient for taking classes were (in rank order) Wednesday (56%), Tuesday (53%) and Monday (49%).

DAYS OF THE WEEK MOST CONVENIENT FOR YOU TO TAKE CLASSES? (493)

Any weekday	65%
Wednesday	56%
Tuesday	53%
Monday	49%
Friday	21%
Saturday	19%
Anytime	17%
Sunday	6%

* Once a week (37%) was the most popular number of times a week preferred for taking courses.

NUMBER OF TIMES A WEEK PREFER TO TAKE COURSES? (303)

Once a week	37%
Twice a week	26%
Three times a week	17%
Daily	11%
Anytime	9%

EVALUATION OF PERFORMANCE OF PERALTA COLLEGES SERVICES

RATE IMPORTANCE OF COMMUNITY COLLEGE SERVICES (487)

* When questioned regarding the relative importance or unimportance of specific services and programs offered through the community colleges, at least 49% felt every program and service to be very important. Open access to education (87%) and classes for the handicapped (87%) were ranked highest in importance. Free community programs and leisure time courses were ranked lowest in importance.

- Provide everyone the opportunity to take classes of their interest, regardless of their age, sex, or race 87%
- Provide classes for the handicapped 87%
- Offer English language courses for adults who want to learn to speak English 85%
- Prepare students to transfer to four-year colleges 82%
- Prepare training in basic skills such as reading, writing and arithmetic 82%
- Provide job improvement/training skills 79%
- Provide job placement services for students 78%
- Provide financial aid to needy students 74%
- Provide job counseling 73%
- Provide course counseling 72%
- Provide tutors or people specially trained to help students with their studies 70%
- Offer classes to help people of different races understand each other better 69%
- Offer courses for senior citizens 66%
- Provide child care services for students with children ... 66%
- Provide personal counseling 59%
- Offer free community programs and cultural enrichment 53%
- Offer courses that give people something to do with leisure time 49%

RESPONDENTS' EVALUATION OF LOCAL COMMUNITY COLLEGES

* Thirty percent of the respondents said that they did not know how well their local community colleges have done in serving their community's needs. And of those who were able to rate their community colleges, the average rate given was only slightly higher than "5".

RATE THE JOB YOUR LOCAL COMMUNITY COLLEGES HAVE DONE IN SERVING YOUR COMMUNITY'S NEEDS (480)

Not at all satisfied								Very satisfied	
1	2	3	4	5	6	7	8	9	10
1%	1%	1%	2%	6%	10%	18%	18%	8%	7%

Don't know 30% Average 5.16%

MEDIUM OF COMMUNICATION

* Sixty-four percent were regular subscribers to a local newspaper, with 58% subscribers to the Oakland Tribune and 36% subscribers to the San Francisco Chronicle.

SUBSCRIBE TO A LOCAL NEWSPAPER? (492)

Yes	64%
No	36%

PAPER SUBSCRIPTION (319)

Oakland Tribune	58%
San Francisco Chronicle	36%
Alameda Times Star	3%
Montclarion	1%
Daily Review	1%
Declined	1%
Berkeley Voice	-

* Three quarters of those surveyed had a favorite radio station, but 16% of them could not remember the name of their radio station. KGO was the most popular radio station mentioned (13%).

HAVE A FAVORITE RADIO STATION? (492)

Yes	75%
No	25%

RADIO STATION (373)
(Top ten mentioned)

Don't remember	16%
KGO	13%
KSOL	7%
KCBS	6%
KBLX	6%
KQED	6%
KKHI	5%
KFOG	5%
KABL	4%
KMEL	4%
KJAZ	4%
KDIA	3%

MEDIUM OF COMMUNICATION - continued

* Almost one quarter of the respondents surveyed had watched Cable PCTV at some time.

EVER WATCH CABLE PCTV? (485)

Yes	24%
No	76%

DEMOGRAPHIC CHARACTERISTICS

* As part of the efforts to obtain a representative sample of the population served by the Peralta Community College District, quota sampling was established for the following demographic characteristics: zip code, age and ethnicity. The quotas were taken directly from the Environmental Scan report (October 1986).

* The largest proportion of respondents came from the Oakland and Berkeley areas.

ZIP CODE DISTRIBUTION (492)

	Survey:	Scan:
Alameda (94501)	11%	13%
Oakland (94601-94666)	57%	63%
Emeryville (94608)	3%	1%
Piedmont/Montclair (94611)	7%	2%
Berkeley (94701-94723)	21%	19%
Albany (94706)	3%	3%

* The majority of the respondents were between 30 and 44 years old.

AGE DISTRIBUTION (492)

	Survey:		Scan:
18(=n(20	4%	15-19	7%
20-29	23%		18%
30-44	34%		24%
45-64	23%		19%
65 or older	15%		10%
Declined	1%		-

* Blacks accounted for only 26% of the sample size and therefore, fell below the true population percentage of Blacks residing in the district.

ETHNIC DISTRIBUTION (490)

	Survey:	Scan:
White	55%	52%
Black	26%	34%
American Indian	-	-
Asian (includes Filipino)	9%	9%
Hispanic	8%	8%
Declined	2%	-

DEMOGRAPHIC CHARACTERISTICS - continued

* Over one third of the respondents (36%) had at least a baccalaureate degree. Another 21% had at least two to four years of college.

LAST GRADE COMPLETED IN SCHOOL (491)

(High school diploma	4%
High school graduate	23%
(Two years college	15%
2(n(4 yrs college	21%
4 year degree	15%
Graduate work, no degree	5%
Graduate degree	16%
Declined	2%

* A substantial number of respondents was married (42%).

MARITAL STATUS (491)

Married	42%
Single	58%

(includes widowed, separated & divorced)

* The majority of the respondents' total household annual income was in the mid-income range. The reason for the high percentage (22%) of those who declined to disclose their income was largely due to an interviewing error.

INCOME DISTRIBUTION (489)

(5000	6%
5000 - 9999	6%
10,000's	12%
20'000's	18%
30'000's	18%
40,000's	8%
50,000's	6%
over 60,000	4%
Declined	22%

DEMOGRAPHIC CHARACTERISTICS - continued

* Almost 3 out of every 5 respondents was female.

SEX (484)

Male	41%
Female	59%

* Fifty-four percent of the respondents were parents.

CHILDREN

Have children? (486)

Yes	54%
No	46%

* The majority of the respondents' children was either very young (grammar school age) or very old (high school graduate age or older).

Ages of Children (260)

0 - 5	24%
6 - 11	26%
12 - 14	11%
15 - 17	7%
18 or older	54%
Declined	1%

DEMOGRAPHIC CHARACTERISTICS - continued

* The three leading occupations of the respondents were in the clerical area (13%), retired (12%), and manual labor area (10%).

OCCUPATION (322)

Clerical	13%
Retired	12%
Manual Labor	10%
Professional	9%
Student	8%
Liberal Arts	8%
Education	8%
Homemaking	7%
Management	6%
Health	5%
Food Services	5%
Building trade	4%
Self-employed	3%
Unemployed	2%
Naval Services	1%
Law Enforcement	-
Disabled	-

PART III Peralta Colleges: Current Student Survey

Peralta Colleges: Current Student Survey

Prepared by:

OFFICE OF RESEARCH, PLANNING & DEVELOPMENT
Peralta Community College District, Oakland, California 94606

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HIGHLIGHTS

* Respondents were, at the least, satisfied with the job the college is doing to meet their educational needs and with the job the college is doing to meet the educational needs of the community.

* Reasons most frequently cited for being unable to finish the program started in college were: 'lack of time,' 'lack of money,' 'classes needed not offered' and 'conflict with work hours.'

* Reasons most frequently mentioned for taking courses at this time were: 'to prepare for a 4-year college program,' 'for personal enrichment,' 'for job-related skills' and 'to obtain an AA or AS degree.'

* The most frequently expressed comment made was a request for more course offerings, more sections, more instructors, etc.

BACKGROUND AND METHODOLOGY

* This report summarizes the findings of the Peralta Community College District student survey conducted among the current students of Vista, Feather River, Merritt, Alameda, and Laney who were enrolled in the fall and spring terms of 1986-1987.

* This survey is a districtwide educational needs assessment for purposes of providing the planner with information necessary for making decisions in regard to planning educational services which best meet the needs of the students.

* The sample was chosen by a random selection of day and evening classes from the current term's class schedule. Questionnaires were given to the college presidents who then distributed them to the appropriate instructors. College of Alameda, Vista, Feather River and Laney questionnaires were distributed and returned in the fall of 1986. Additional questionnaires for Laney and first-time questionnaires for Merritt were distributed and returned in the spring of 1987. All questionnaires were tabulated in the spring.

* The analysis was prepared by the Office of Research, Planning and Development, Peralta Community College District, Oakland.

RETURNS

* Because of high returns from Merritt and not quite as high returns from Alameda and Laney, the survey sample may not be representative of the Peralta student population. With the exception of Merritt College, the return rates of all the colleges fell below the sample percentages required to reflect true population values within + or - 5%. Nevertheless, the results contained herein are invaluable in providing insight to the current student's characteristics, needs and attitudes.

COLLEGE	TOTAL ENROLLMENT	%	STUDENTS RESPONDING	%	RESPONSE RATE
VISTA	4,595	17	172	14	4
FEATHER RIVER	1,285	5	64	5	5
MERRITT	6,257	23	557	46	9
ALAMEDA	4,604	17	123	10	3
LANEY	10,624	39	300	25	3
TOTAL	27,365		1,216		4

SATISFACTION WITH PERALTA COLLEGES

* Students were, at the least, satisfied with the job their college has done to meet their educational needs and the needs of the community.

ON A SCALE OF 1 TO 10 (1 = NOT AT ALL SATISFIED, 10 = VERY SATISFIED), THE RESPONDENT WAS ASKED TO:

I. RATE THE JOB YOUR COLLEGE IS DOING IN MEETING YOUR EDUCATIONAL NEEDS

TOTAL MEAN	VISTA MEAN	FEATHER MEAN	MERRITT MEAN	ALAMEDA MEAN	LANEY MEAN
7	8	7	7	7	7

II. RATE THE JOB YOUR COLLEGE IS DOING TO MEET THE EDUCATIONAL NEEDS OF THIS COMMUNITY

TOTAL MEAN	VISTA MEAN	FEATHER MEAN	MERRITT MEAN	ALAMEDA MEAN	LANEY MEAN
7	8	7	7	7	7

DIFFICULTIES IN PROGRAM COMPLETION

* The top four difficulties encountered in completing the program started in college were: lack of time (29%), lack of money (27%), classes needed not offered (26%), and conflict with work hours (25%). Twenty-nine percent indicated no difficulties in attending.

DIFFICULTIES IN COMPLETING THE PROGRAM STARTED	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
LACK OF TIME	29	38	20	30	30	24
LACK OF MONEY	27	15	28	28	27	32
NO TRANSPORTATION	7	3	9	8	4	7
NO BABYSITTER	3	2	2	3	6	3
LACK OF INFO	8	2	6	10	6	10
POOR LOCATION	5	9	2	6	2	2
FEAR FOR MY SAFETY	6	8	-	6	2	5
FEEL TOO OLD	3	2	-	3	3	2
HANDICAPPED	1	1	2	1	-	2
CONFLICT W/WRK HRS	25	23	14	22	37	29
FEAR OF FAILING	8	2	2	11	6	9
GOING SCHOOL ELSEWHERE	4	4	3	4	1	5
NEGATIVE IMAGE OF SCHL	6	1	9	8	1	5
HAVE ENOUGH EDUCATION	1	2	-	6	-	1
CLASSES NEEDED NOT OFFERED	26	24	47	28	29	18
NO DIFFICULTIES	29	38	22	30	30	23

OBJECTIVES FOR ENROLLMENT

* 'Preparing for a 4-year program' was the most frequently cited reason for taking courses at this time (45%). Although only 23% of the true student population declared a 4-year objective, the survey finding that 45% have plans to transfer is an indication that students may have clear educational goals even if they do not declare them.

REASONS FOR TAKING COURSES	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
HS COMPLETION	5	2	9	4	5	6
AA OR AS DEGREE	26	12	45	27	31	26
PREPARE FOR 4YR PROGRAM	45	16	66	55	46	39
EDUC CERTIFICATE	13	10	19	12	12	18
JOB-RELATED SKILLS	32	34	47	26	31	38
PERSONAL GROWTH	44	74	42	41	32	38
SOCIALIZATION	12	17	20	11	8	2
NONE OF THE ABOVE	3	2	2	4	-	4

EVALUATION OF PERFORMANCE OF PCCD FUNCTIONS

* The purpose of the following analysis was to determine how students felt about the specific services the Peralta colleges provided. 'The majority of my teachers are knowledgeable in their areas of instruction' was, on the average, rated very highly by both Vista and Alameda respondents. Vista also gave a high average score to the the statement 'the instruction in class has mostly been challenging and appropriate for my needs.' Overall, the service ratings were "above average" at all the colleges.

  As previously noted, Caucasians and full-time students were over-represented in the sample. Therefore, separate analyses among certain groups were conducted to determine if significant differences existed among the scale values of each group. The groups tested and the comparisons made were among the entire sample population, minorities only, part-time students only, and minority part-time students. Multivariate statistical techniques were applied and showed that there was no difference among the population means.

  The mean attitude scores ranged from an average low of "6" to a high of "8" with average standard deviation of "3" for total sample size. A standard deviation is simply a measure of the dispersion about the mean. The smaller the standard deviation, the closer the actual responses are to the mean.

RESPONDENTS WERE ASKED TO INDICATE HOW STRONGLY THEY AGREED OR DISAGREED (1 = STRONGLY DISAGREE, 10 = STRONGLY AGREE) WITH THE FOLLOWING STATEMENTS:

	TOTAL MEAN	VISTA MEAN	FEATHER MEAN	MERRITT MEAN	ALAMEDA MEAN	LANEY MEAN
Sufficient number of course sections offered	6.26	6.45	5.68	6.06	6.22	6.66
Wide range of course selections offered	5.86	5.97	5.05	5.59	5.87	6.47
Strong sense of community at this college	5.85	6.61	7.28	5.27	6.03	6.10
Generally satisfied with noncurricular activities	5.77	6.23	5.34	5.50	5.79	6.13
Adequate advising services provided	5.94	5.78	6.45	5.71	5.97	6.28
Adequate counseling services provided	5.96	5.85	6.59	5.63	6.21	6.32

	TOTAL MEAN	VISTA MEAN	FEATHER MEAN	MERRITT MEAN	ALAMEDA MEAN	LANEY MEAN
Adequate orientation services provided	5.96	5.81	6.77	5.65	6.43	6.21
Adequate publicity for courses, programs, etc	6.23	6.83	6.58	5.96	6.42	6.26
Adequate info about fin aid provided	5.88	5.82	7.31	5.81	6.14	5.61
Library services of college satisfactory	6.92	5.63	6.59	6.96	7.50	7.18
Been able to schedule all courses needed	6.59	6.64	5.94	6.50	6.86	6.78
Know how well doing in course before grade	7.75	7.90	7.69	7.70	8.11	7.63
Classroom instruction facilities adequate	7.39	7.58	7.32	7.24	7.78	7.44
Classroom instruction equipment adequate	7.26	7.72	7.44	6.93	8.06	7.27
Books easily available	7.24	7.02	8.08	7.12	7.63	7.24
Courses taken closely tied to future plans	7.91	8.04	7.59	7.94	7.71	7.94
Course content meets expectations	7.62	8.64	7.26	7.41	7.44	7.59
Registration procedure easy and convenient	7.71	8.17	8.34	7.87	7.52	7.10
Majority of teachers knowledgeable	8.15	8.88	8.48	7.89	8.57	8.01
Instruction mostly challenging and appropriate	7.71	8.83	7.97	7.39	8.01	7.54
Majority of teachers available outside class time	7.32	7.09	8.54	7.18	7.96	7.20
Majority of teachers motivate me to study & learn	7.48	8.33	8.10	7.09	8.19	7.36

CONCERNS EXPRESSED BY RESPONDENTS

* The most freqent concern expressed was a request for more course offerings (sections and selections), more day/evening courses, more instructors, etc. Forty-seven percent of College of Alameda respondents and 30% of Merritt respondents expressed this concern. Thirty-two percent of Vista respondents wanted more liberal arts courses; 13% of Laney respondents wanted better financial aid services; and Vista and COA thought that their instructors were excellent (13% and 14% respect.). Laney expressed the highest incidence of general positive feedback (20%), but Laney also had the highest incidence of negative comments regarding the district and its administrators (13%). Fifty-five percent of Feather River respondents were pro-deannexation.

COMMENT	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
More liberal arts courses	6	32	3	1	3	-
More science courses	1	1	-	1	3	1
More course offerings, more instructors, etc.	24	13	18	30	47	14
General pos. feedback	10	6	5	8	3	20
Textbooks too expensive	4	3	-	7	3	1
Better financial aid services	5	-	-	4	6	13
Add/upgrade equipment	4	-	-	5	-	7
Better counseling serv.	5	1	-	8	-	3
Remove enrollment fee	1	-	-	-	-	2
Excellent instructors	7	13	3	3	14	10
More transferable courses	2	4	-	2	-	1
More child care serv.	1	-	-	2	-	-
Simplify registration procedures	1	4	-	1	-	1
More community involv.	3	3	3	4	-	3
Standardize course nos.	-	-	-	1	-	-
Incompetent instructors	5	3	-	8	6	3

COMMENT	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
General neg. comments	1	1	-	1	3	2
More vocational programs	-	-	-	-	-	1
Better ground facilities	1	-	-	1	-	1
Extend library hours	1	-	-	1	6	1
More transfer requirement info.	1	-	3	-	3	1
Negative comments aimed at PCCD administrators	10	3	11	12	-	13
Need more effective publicity	2	3	-	2	3	1
Extend bookstore hours	1	1	-	-	3	1
Lack of/improve parking	1	1	-	2	-	1
Easier access to class schedules	1	3	-	-	-	-
Vista's link with UCB good	1	3	-	-	-	-
Pro FRC de-annexation	5	-	55	-	-	-

ENROLLMENT STATUS

CLASS LEVEL

* Seventy-three percent of the respondents were at freshman level, having taken 29 units or less. The actual percentage of freshman level students at the Peralta colleges is 47% (those with associate, bachelor and graduate degrees were excluded from this count).

NUMBER OF UNITS TAKEN	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY
LESS THAN 15	45	70	40	42	33	45
15-29	28	18	33	28	31	30
30-44	11	9	10	13	7	11
45-59	7	1	13	9	9	7
60-90	8	2	5	8	20	8

FULL/PART TIME STATUS

* Full-time students, who comprised 54% of the sample, were over-represented. The actual percentage of full-time students at the Peralta colleges is only 21%.

F/P STATUS	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
FULL-TIME	54	11	80	60	58	61
PART-TIME	45	89	20	39	42	39

DEMOGRAPHICS

SEX

* Three out of every five respondents was female. Vista, Feather River and Merritt respondents were at least 60% female, while Alameda and Laney respondents were closer to a 50-50 ratio.

	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
MALE	41	27	40	40	47	46
FEMALE	59	73	60	60	53	54

ETHNICITY

* Caucasians account for 37% of the student district population (see Peralta Facts, Spring 1987). Caucasians in this survey, however, comprised 46% of the total sample size and, therefore, were over-represented. Blacks, who accounted for 23% of the sample were slightly under-represented since their actual enrollment percentage is 28%.

	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
AMERICAN INDIAN	2	1	6	1	2	3
ASIAN	18	13	2	20	19	21
BLACK	23	6	6	24.	30	32
CAUCASIAN	46	76	80	44	34	30
HISPANIC	6	1	6	6	5	9
FILIPINO	3	2	-	2	9	4
PACIFIC ISLANDER	1	-	-	67	1	-
OTHER	1	1	-	2	-	1
DECLINED	-	1	-	-	-	-

AGE

* Vista had the highest average age, with 40% of its students over 45 years old. Feather River had the lowest average age, with 54% under the age of 23. All the average ages closely parallel current institutional data, except at Feather River where the actual average age is 36.

	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
18 OR UNDER	3	2	6	4	4	2
19-22	28	4	48	36	28	22
23-29	24	22	18	23	31	24
30-44	30	32	21	22	32	44
45-64	11	23	8	10	4	8
65 OR OLDER	5	17	-	5	-	-
AVERAGE AGE	33	42	28	31	29	32

MARITAL STATUS

* The majority of the respondents was single (74% overall).

	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
MARRIED	26	36	21	23	31	25
SINGLE (INCLUDES SEPARATED, WIDOWED AND DIVORCED)	74	64	79	77	69	74

CHILDREN

* Vista and Alameda had the highest incidence of students with children (44% and 41% respectively), while Feather River (69%) and Merritt (68%) had the lowest percentages of students with children.

	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
YES	36	44	31	32	41	38
NO	64	56	69	68	59	62

AGES OF CHILDREN

* Twenty-eight percent of the respondents had children age 18 or or older and 65% of those respondents were from Vista. Sixty-three percent of Feather River respondents had children at or below kindergarten age. College of Alameda had the highest level of high school age children (26%).

	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
0-5	27	13	63	36	44	43
6-11	22	20	37	24	24	43
12-14	10	7	5	13	22	17
15-17	12	8	11	14	26	22
18+	28	65	37	46	6	21

RESIDENCE

	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
ALAMEDA	7	1	-	4	34	4
OAKLAND	49	32	3	57	45	55
EMERYVILLE	2	3	-	2	1	2
PIEDMONT	6	7	-	8	5	4
BERKELEY	4	42	2	22	6	17
ALBANY	1	2	-	-	1	1
PLUMAS COUNTY						
COUNTIES OUTSIDE PCCD'S SERVICE AREA:						
SAN FRANCISCO	2	1	-	1	4	3
SOUTHERN ALAMEDA	2	1	3	2	1	4
WEST CONTRA COSTA	3	8	-	2	2	3
CENT. CONTRA COSTA	1	2	-	-	-	1
SOLANO	-	1	-	-	-	-

SOCIOECONOMICS

INCOME

* The average total household annual income of Feather River respondents was $14,000, of whom 46% earn less than $5000. Factors which may have contributed to the high level of low income households were: a) 80% of Feather River respondents were attending full-time (see STUDENT STATUS below), and b) 54% were below the age of 23. Comparing Peralta bay area colleges, the respondents at Vista appear to be more affluent than other respondents. Respondents from Laney were the least affluent.

TOTAL HOUSEHOLD ANNUAL INCOME	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
UNDER 5000	21	10	46	18	24	25
5000 TO 9999	18	14	20	19	13	20
10,000'S	16	16	7	17	15	17
20,000'S	14	18	5	12	14	18
30,000'S	12	14	12	13	10	9
40,000'S	7	10	5	7	8	6
50,000'S	5	11	-	5	5	2
OVER 60,000	7	8	4	9	11	3
AVERAGE INCOME	22,245	28,850	14,000	23,725	24,325	18,075

EDUCATION

* Fifteen percent of the students surveyed possessed at least a bachelor's degree. This closely corresponds to the actual figure of 19% of Peralta students who hold a baccalaureate degree or higher.

LAST GRADE COMPLETED	TOTAL %	VISTA %	FEATHER %	MERRITT %	ALAMEDA %	LANEY %
< HS DIPLOMA	3	4	9	2	3	2
HS GRADUATE	22	8	36	24	18	23
< 2YRS COLLEGE	30	18	36	33	33	30
2 <=N <4	26	24	17	24	30	30
4YR DEGREE	9	17	2	8	7	9
GRAD WORK,NO DEG	4	11	-	3	5	4
GRADUATE DEGREE	6	19	-	5	3	2

APPENDIX

PERALTA STUDENT NEEDS ASSESSMENT SURVEY

The Peralta Community College District needs information from you, our current students, in order to evaluate educational services. The information you provide will be used for statistical purposes only and will remain confidential. Please take just a few minutes to answer the following questions. Most of the questions can be answered by checking the most appropriate response.

01. Sex?

1 ____Male
2 ____Female

02. Ethnicity?

1 ____American Indian
2 ____Asian
3 ____Black
4 ____Caucasian
5 ____Hispanic
6 ____Filipino
7 ____Pacific Islander (Samoan, Polynesian, etc.)
8 ____Other Please specify: _____

03. Age?

1 ____Under 18
2 ____19-22
3 ____23-29
4 ____30-44
5 ____45-64
6 ____65 or older

04. Last grade completed?

1 ____Less than high school diploma
2 ____High school graduate
3 ____Less than two years college
4 ____2+ years college, but less than B.A. degree
5 ____4-year degree
6 ____Graduate work, but no degree yet
7 ____Graduate degree

05. Marital status?

1 ____Married
2 ____Single, Separated, Widowed, Divorced

06. Do you have children?

1 ____Yes (GO TO QUESTION 8A)
2 ____No (GO TO QUESTION 9)

6a. How old is/are your child/ren?

1 ____0-5
2 ____6-11
3 ____12-14
4 ____15-17
5 ____18+

07. Total household annual income?

1 ____Under $5000
2 ____$5000 to 9999
3 ____$10,000's
4 ____$20,000's
5 ____$30,000's
6 ____$40,000's
7 ____$50,000's
8 ____Over $60,000

08. Place an "X" beside the zip code where you live:

01	____94501	11	____94611	21	____94702
02	____94601	12	____94612	22	____94703
03	____94602	13	____94613	23	____94704
04	____94603	14	____94614	24	____94705
05	____94605	15	____94618	25	____94606
06	____94606	16	____94619	26	____94707
07	____94607	17	____94621	27	____94708
08	____94608	18	____94625	28	____94709
09	____94609	19	____94626	29	____94710
10	____94610	20	____94627	30	____94720
				31	____Other Specify: _____

09. What is your current program emphasis?

01 ____Health Professions
02 ____Engineering/Industrial Technology
03 ____Commercial Services
04 ____Business & Commerce
05 ____Management Supervision
06 ____Natural Resources
07 ____Forestry & Wildlife Tech
08 ____Consumer/Homemaking Education
09 ____Science
10 ____Social Sciences
11 ____Behavioral Sciences
12 ____Liberal Arts
13 ____P.E. & Health Education
14 ____General
15 ____Other Specify: _____

10. Counting the number of units for which you are currently enrolled, what is the number of quarter (College of Alameda only) or semester units you have taken at this campus?

1 ____Less than 15
2 ____15-29
3 ____30-44
4 ____45-59
5 ____60-90

11. Do you consider yourself a

1 ____Full-time student
2 ____Part-time student

12. On a scale of 1 to 10 where 10 is "Very satisfied" and 1 is "Not at all satisfied," what kind of a job do you believe your community college is doing in meeting <u>your</u> educational needs? (Circle the appropriate response.)

1 2 3 4 5 6 7 8 9 10

13. On a scale of 1 to 10 where 10 is "Very satisfied" and 1 is "Not at all satisfied," what kind of a job do you believe your community college is doing in meeting the educational needs of this community? (Circle the appropriate response.)

1 2 3 4 5 6 7 8 9 10

14. Do any of the following things make it difficult for you to complete the program you have started at college? (Mark an "X" by <u>all</u> responses which apply.)

01 ____Lack of time
02 ____Lack of money
03 ____No transportation
04 ____No babysitter
05 ____Lack of information
06 ____Poor location
07 ____Fear for my safety
08 ____Feel too old
09 ____Handicapped
10 ____Conflict with work hours
11 ____Fear of failing
12 ____Going to school elsewhere
13 ____Negative image of school
14 ____Already have enough education
15 ____Classes needed not offered
16 ____Other Please specify: _____
17 ____I have no difficulties in attending

15. Which of the following reflect your reason(s) at this time for taking courses? (Mark an "X" by all appropriate responses.)

1 ____High school completion
2 ____AA or AS degree
3 ____Prepare for a 4-year college program
4 ____Some type of educational certificate
5 ____Maintain, improve, or acquire new job-related skills
6 ____Personal enrichment and growth/continued learning
7 ____Socialization, to meet people
8 ____None of these

16. The following is a list of statements that may reflect your feelings about the college you are currently attending. On a scale of one to ten, please indicate how strongly you agree or disagree with each of the following statements by writing the appropriate number beside each item.

Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

01 ____The college offers a sufficient number of course sections for my purposes

02 ____The college offers a wide range of course selections for my purposes

03 ____There is a strong sense of community, a feeling of shared interests at this college

04 ____I am generally satisfied with the noncurricular activities that are provided to me at this college

05 ____The college has provided me with adequate advising services (assistance in selecting courses, planning programs, etc.)

06 ____The college has provided me with adequate counseling services (assistance in general areas - school-related or personal)

07 ____The college has provided me with adequate orientation services (assistance in getting started in college, getting acquainted, etc.)

08 ____The college has adequate publicity (bulletins, posters, radio, etc.) for advertising courses, programs, and activities

Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

09 ____The college has provided me with adequate information about financial aid services available (assistance in obtaining scholarships, loans, part-time jobs, etc.)

10 ____I've been well satisfied with the services of the college library

11 ____I have been able to schedule all the courses that I need

12 ____I know how well I am doing in my courses before I get a grade

13 ____Facilities have been adequate for my classroom instruction

14 ____Instructional equipment has been adequate for my classroom instruction

15 ____Books for my courses are easily available

16 ____The courses I have taken are pretty closely tied to my future plans

17 ____The course content in my classes meets my expectations

18 ____Registration procedures were easy and convenient for me

19 ____The majority of my teachers are knowledgeable in their areas of instruction

20 ____The instruction in class has mostly been challenging and appropriate for my needs

21 ____The majority of my instructors have made themselves available to me as needed outside of class time

22 ____The majority of my instructors have motivated me to study and learn

17. Do you have any advice or comments in general you'd like to make to us regarding the Peralta Community Colleges?

THANK YOU FOR YOUR COOPERATION!

PART IV Peralta Colleges: Part-time Student Survey

Peralta Colleges: Part-time Student Survey

Prepared by:

OFFICE OF RESEARCH, PLANNING & DEVELOPMENT
Peralta Community College District, Oakland, California 94606

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HIGHLIGHTS

* Questionnaires were returned by almost one quarter (22%) of the part-time students who participated in the survey.

* One out of two respondents would enroll in an additional class if it were scheduled in the evening. Mondays (43%), Tuesdays (46%) and Wednesdays (44%) were the most popular days for taking evening courses.

* Saturday was the next most preferred day for taking an additional class (44%). Of those who chose Saturday, 65% indicated that they preferred Saturday mornings.

* The reason most often cited for taking an additional class was 'to upgrade job skills' (44%).

* The most popular areas of interest were the computer information systems area (37%) and the business/business management area (31%).

BACKGROUND AND METHODOLOGY

District funding from the state is based upon average daily attendance (ADA). Consequently, the more weekly student contact hours contributed by each student, the more funding for the District. Therefore, it is incumbent upon the District to encourage part-time students to increase their unit load.

The part-time student survey was conducted to determine what factors would be a consideration for the part-time student to enroll in an additional class. Among the issues of concern were the scheduling times preferred by survey respondents, their subject area interests and their reasons for enrolling in an additional class.

The sample was chosen randomly from a computer-generated list of students enrolled in the spring term with six or fewer units. The questionnaires were mailed to their place of residence during the month of June 1987. Returns were tabulated upon receipt; 468 completed questionnaires were returned. The final analysis was prepared in August by the Office of Research, Planning and Development.

SATURDAYS

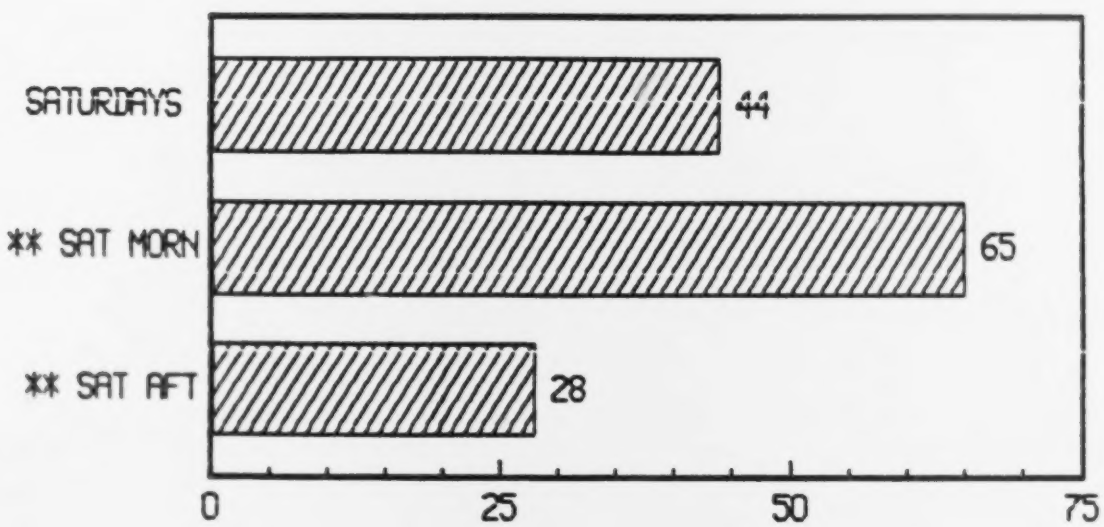
* Fourty-four percent of the respondents indicated that they would enroll in an additional class if it were held on a Saturday. Among those respondents, 65% preferred Saturday mornings.

SCHEDULED ON SATURDAY .. 44% (206)

SATURDAY MORNING 65% (134)

SATURDAY AFTERNOON .. 28% (58)

PERCENTAGE OF RESPONDENTS WHO WOULD ENROLL IN ADDITIONAL CLASS IF HELD ON SATURDAYS



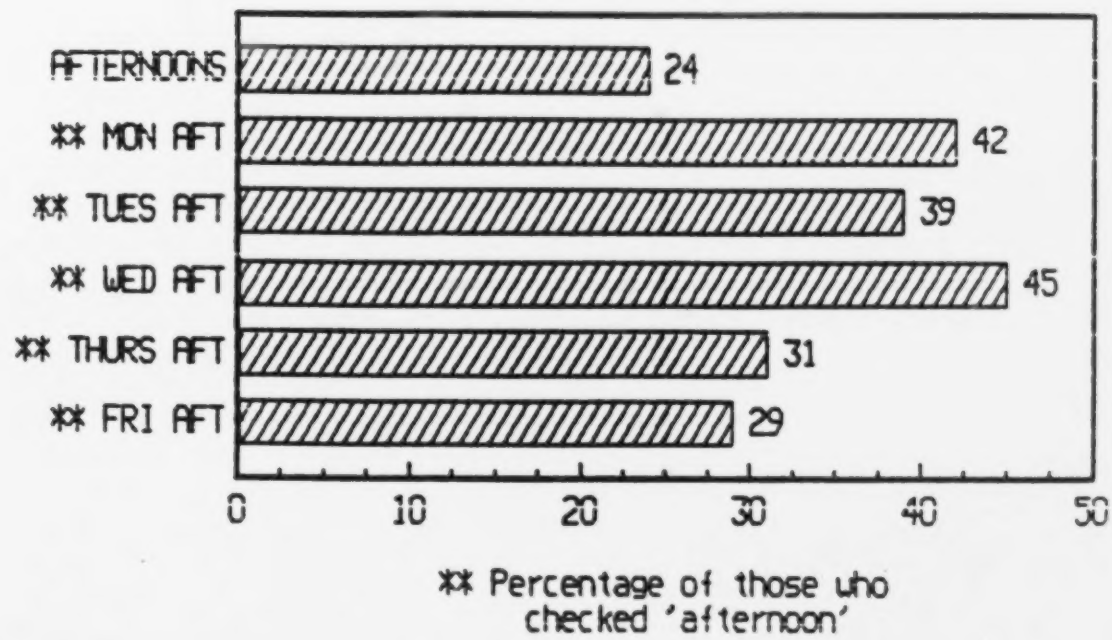
** Percentage of those who checked 'Saturday'

AFTERNOONS

* One quarter of the respondents were interested in taking an additional class if it were offered in the afternoon. The afternoon was the least popular time of day for taking classes.

AFTERNOON	24%	(112)
MONDAY AFTERNOON	42%	(47)
TUESDAY AFTERNOON	39%	(44)
WEDNESDAY AFTERNOON ..	45%	(51)
THURSDAY AFTERNOON ...	31%	(34)
FRIDAY AFTERNOON	29%	(33)

PERCENTAGE OF RESPONDENTS WHO WOULD ENROLL IN ADDITIONAL CLASS IF HELD IN THE AFTERNOONS

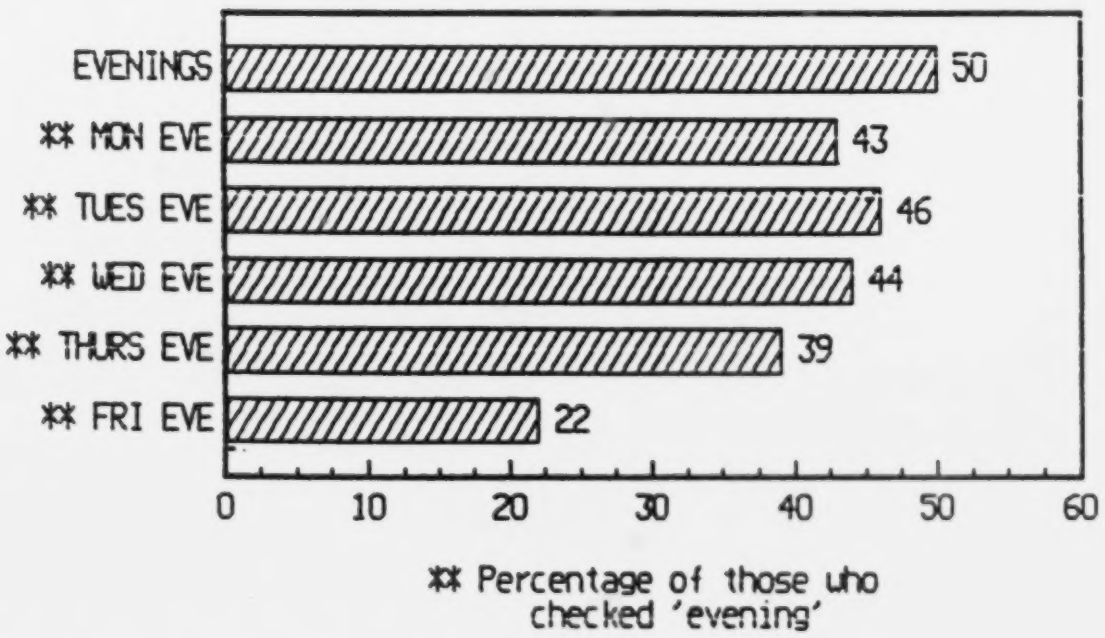


EVENINGS

* One out of two respondents indicated enrolling in an additional class if it were offered in the evenings. Friday evening was the least preferred time for taking a class (22%).

EVENING	50%	(234)
MONDAY EVENING	43%	(101)
TUESDAY EVENING	46%	(108)
WEDNESDAY EVENING ..	44%	(103)
THURSDAY EVENING ...	39%	(91)
FRIDAY EVENING	22%	(51)

PERCENTAGE OF RESPONDENTS WHO WOULD ENROLL IN ADDITIONAL CLASS IF HELD IN THE EVENINGS



CLASS LOCATION

* The proximity of class in relation to home or workplace was not perceived as significantly important by most respondents, although 'closer to the home' (29%) was overwhelmingly preferred to 'at or near the workplace' (17%).

CLOSER TO MY HOME 29% (136)

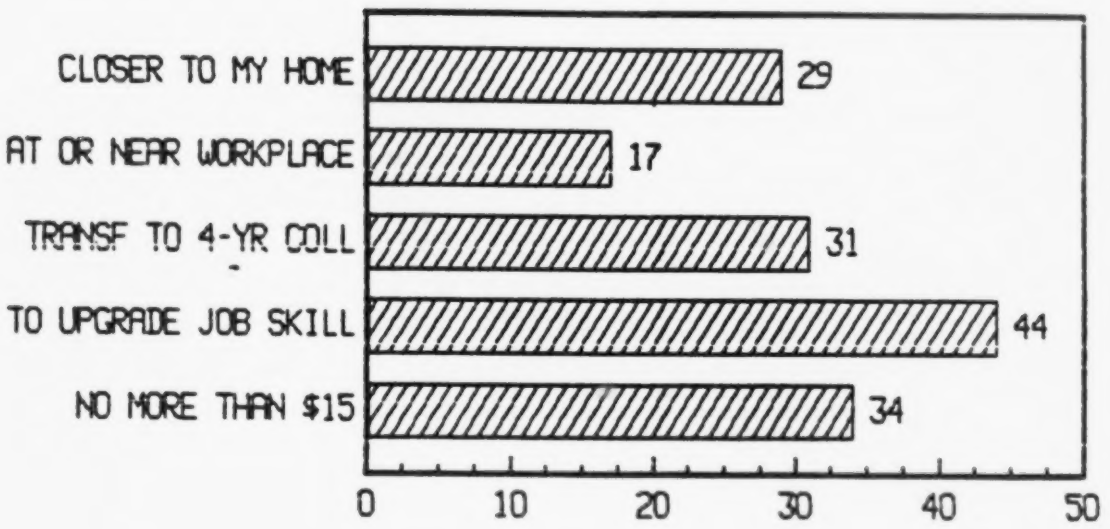
AT OR NEAR MY WORKPLACE .. 17% (80)

REASONS FOR THE ADDITIONAL CLASS

* Enrolling in an additional class for purposes of improving job-related skills was the reason cited most often by respondents (44%).

TRANSFERABLE TO A 4-YEAR COLLEGE ..	31%	(146)
TO UPGRADE MY JOB SKILLS	44%	(206)
NO MORE THAN $15.00	34%	(159)

PERCENTAGE OF RESPONDENTS WHO WOULD ENROLL IN ADDITIONAL CLASS IF FOLLOWING CONDITIONS MET



SUBJECT AREA

* Computer information systems was the most popular subject area of interest (37%). This finding is, no doubt, directly related to the finding that 44% of the respondents were concerned with upgrading their job skills. The next most popular subject areas were in business/business management and liberal arts (31%).

IN THE LIBERAL ARTS AREA	31%	(145)
IN THE SCIENCE/MATHEMATICS AREA	22%	(103)
IN THE BUSINESS/BUSINESS MANAGEMENT AREA ..	31%	(146)
IN THE COMPUTER INFORMATION SYSTEMS AREA ..	37%	(173)

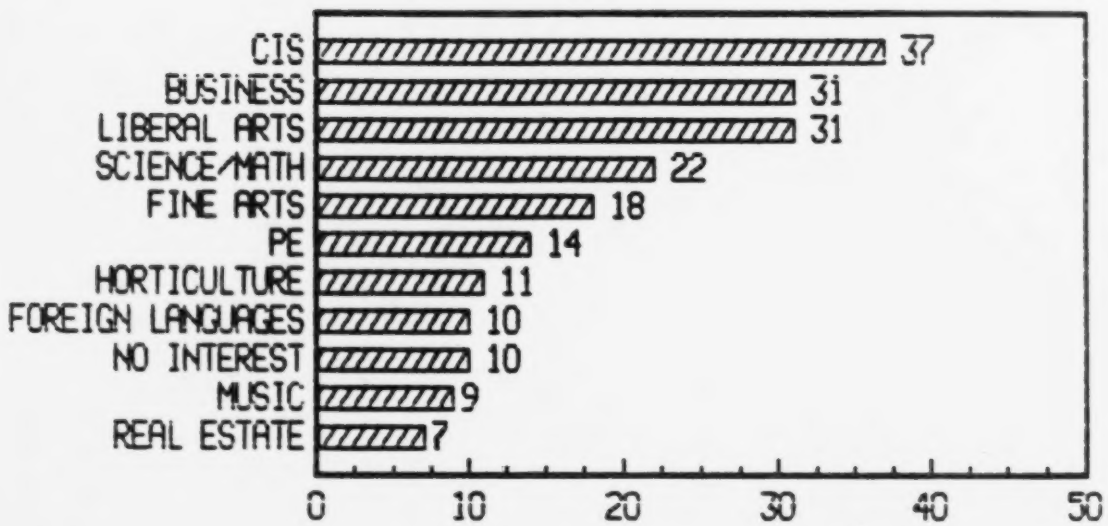
ADDITIONAL SUBJECT AREA INTERESTS

* The following subject areas were not options on the questionnaire and were voluntarily expressed. Fine arts (18%) and sports and recreation (14%) were most popular.

IN THE FINE ARTS AREA	18%	(84)
IN THE SPORTS AND RECREATION AREA ..	14%	(66)
IN THE HORTICULTURE AREA	11%	(51)
IN THE FOREIGN LANGUAGE AREA	10%	(47)
IN THE MUSIC AREA	9%	(42)
IN THE REAL ESTATE AREA	7%	(33)

I HAVE NO INTEREST AT THIS TIME IN ENROLLING IN ADDITIONAL CLASSES	10%	(47)

PERCENTAGE OF RESPONDENTS WHO WOULD ENROLL IN ADDITIONAL CLASS IF IN FOLLOWING SUBJECT AREAS



DEMOGRAPHIC CHARACTERISTICS

* The demographic characteristics of the survey respondents closely corresponded with those of the population of the entire sample mailings of part-time students. Thus, the sample may be seen as representative of part-time students as a whole.

* Questionnaires were returned by 22% of the part-time students who participated in the survey.

	RESPONDENTS	TOTAL MAILINGS
SAMPLE SIZE	468	2180
SEX		
MALE	36%	41%
FEMALE	64%	59%
RACE		
AMERICAN INDIAN	2%	1%
ASIAN	9%	10%
BLACK	21%	27%
CAUCASIAN	55%	46%
HISPANIC	4%	6%
FILIPINO	3%	3%
OTHER	7%	7%
AGE		
18 OR UNDER	2%	6%
19-22	6%	9%
23-29	18%	23%
30-44	41%	36%
45-64	20%	14%
65 OR OLDER	12%	12%
ZIP CODE		
ALAMEDA	7%	8%
OAKLAND	41%	43%
EMERYVILLE	3%	3%
PIEDMONT/MONTCLAIR	6%	5%
BERKELEY	20%	18%
ALBANY	1%	1%
SO. ALAMEDA COUNTY	3%	4%
CONTRA COSTA COUNTY	6%	6%
MARIN COUNTY	1%	-
SAN FRANCISCO COUNTY	3%	3%
SOLANO COUNTY	-	1%
PLUMAS COUNTY	9%	7%

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